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Consulting News

February Edition

February 4, 2008

CNet Consulting News brings you monthly updates on the IEEE Boston Consultants Network events, presentations and highlights. In this edition:

- ☛ *A review of our January 23rd presentation with Norman Daoust*
- ☛ *Don't miss MedDev Group's next event on February 6th. Visit www.meddevgroup.org for details*
- ☛ *A preview of our February presentation*
- ☛ *A profile of Andrew Orsmond, Esq., our sponsor from Foley Hoag*



CNet is the consulting organization of the Institute of Electrical and Electronics Engineers (IEEE), the world's largest professional engineering society. Visit us at www.boston-consult.org

Need More Customers?

You need Norman Daoust's "Eight Ways to Obtain More Clients"

Every business needs customers to survive, but for consultants, generating a steady stream of clients can be particularly challenging. A consultant has to simultaneously generate new business, focus on current projects, and maintain contact with previous clients. On January 23rd Norman Daoust presented his eight tried-and-true methods for attracting clients, rather than having to *find* customers. In keeping with Norman's presentation format, his most effective and efficient ways to obtain clients are presented here in reverse order.



Norman Daoust

8. Cold calling and print advertising

Even the most intrepid salesperson (at least none this author has known!) doesn't

relish the idea of cold calling prospective customers. For consultants, who typically aren't trained salespeople, the prospect is even more daunting. The good news is that, for consultants to whom building personal relationships is imperative, cold calling is the least effective way of generating clients. While print ads are relatively painless (though more expensive) in comparison to cold calling, they also offer a low success rate. Cold calling and print advertising can be part of your sales and marketing repertoire, but are the least effective ways to spend your time and money.

7. Business web site

Having a web presence is a requirement for any business, and its value as a marketing

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Meet Andrew Orsmond, Esq.

Our meeting sponsor from Foley Hoag LLP

Although Andrew Orsmond has a diverse litigation practice at Foley Hoag LLP, he primarily concentrates on representing employers in labor and employment litigation and arbitration. Andrew counsels clients in the state and federal courts and before administrative agencies, including the Massachusetts Commission Against Discrimination (MCAD) and the Equal



Andrew Orsmond

Employment Opportunity Commission. He has also tried numerous labor and commercial arbitrations and related proceedings before the American Arbitration Association and other ADR organizations.

Andrew advises and represents corporations and other employers in union disputes, discrimination/harassment claims, issues arising

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tool cannot be underestimated. While a complex web site isn't necessary - or even appropriate, depending on your business - you do need the basics: a description of your business offering and your expertise, highly visible contact information, and examples of your work or projects completed. In the internet age, your web site is often a potential client's first impression of you.

6. Sponsoring events and organizations

Sponsoring an organization, trade show or event can be an excellent way to increase your visibility. While corporate-level sponsorship may not be an option given your financial resources, there are other sponsorship options that may be achievable. For example, most trade shows offer sponsorship slots for lunch or coffee breaks, giving your consulting practice high visibility without the hefty price tag. The key is to sponsor organizations or events where you're most likely to meet potential customers or trusted advisors to your potential clients.

5. Attending meetings and trade shows

Attending meetings and trade shows populated by prospective clients or referral sources is an excellent way to generate a customer base. Remember that the best venues are either those populated by your potential clients, or by people who may refer you to your target customers. For example, if your focus is new retail businesses, attending meetings and trade shows frequented by accountants can help you reach your target client base. Additionally, putting yourself in a highly visible position by exhibiting at a trade show or handing out name tags at a meeting will attract attendees to you and give you the opportunity to meet more potential clients.

4. Volunteering your time and talents

An ideal way to increase your visibility without spending a penny is to volunteer for an organization frequented by potential clients or their advisers. Volunteering your professional talents (e.g., volunteering as an organization's treasurer if you are an accounting consultant) puts you in an 'expert' role, instilling automatic credibility and helping ensure new clients will seek you out for professional services. Similarly, placing yourself in a highly

visible role that affords you the opportunity to meet and communicate with organization members is a smart way to increase your potential client pool.

3. Writing and publishing

Publishing books, newsletters or whitepapers is one of the best ways to increase your profile and reach a wide audience of potential clients. Particularly since almost all publications include an internet version, or at least a web presence, writing and publishing can dramatically increase your professional stature. If you don't enjoy writing, many publications will work with you to edit content and guide you in the process of writing for a magazine or web format. Blogging is another great way to publish your writing, since most blogging tools include built-in (and free) services to distribute and publicize your blog.

2. Speaking and presenting

Speaking at conferences, offering training seminars, and being a featured presenter for organizations of potential clients is a fantastic way to attract business. Make sure the organization you're presenting to publicizes your appearance well in advance, and if they're slow to spread the word about your presentation, conduct a promotional campaign of your own by sending email announcements about your presentation to your contacts.

1. Generating referrals

Referrals from happy clients or their associates is the best way to build your customer base. It's a good practice to include language in your standard contract about future referrals. Of course, you can't guarantee a client will offer you a referral, but it's wise to set the expectation up-front. Setting up partnerships with complementary businesses is another good way to generate referrals. Make sure you know who you need a referral to, and how to get the introduction.

While you may not want - or be able to - practice all of Norman's client-generating methods, focus on the approaches that are achievable for you. Then start practicing, and watch your client base grow!

For more about Norman Daoust and his consulting practice, visit <http://www.daoustassociates.com/index.htm>.

under ERISA, contractual disputes and other labor and employment matters. He is particularly experienced in litigation and counseling on non-compete and non-solicitation agreements, and has represented a number of senior executives in employment contract and wrongful termination disputes.

International security matters are a unique area of Andrew's practice. He advises multinational corporations regarding the implications of U.S. court decisions on security arrangements with host country security forces protecting international operations.

Andrew earned a B.S. from Georgetown University, School of Foreign Service, and a J.D., cum laude, from Boston College Law School. Staying involved with the bar associations, he also serves as Co-Chair of the Labor Law Committee, Labor & Employment Section of the Boston Bar Association.

When Andrew is not practicing law, he is an active coach with the Andover Soccer Association and member of the Eastern Massachusetts Bill Koch League Cross Country Skiing Team.

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Find out more about Andrew Orsmond, including his contact information, at <http://www.foleyhoag.com/People/Attorneys/Orsmond-Andrew.aspx>.

Looking for Highly Qualified Talent?

If you're building a new product or enhancing your current technology, you know that outstanding talent is key to delivering a top-notch product on-time and within budget. But where to find a pool of expertly skilled engineers, technical writers and business professionals capable of meeting your full range of development needs? CNet, of course!

Contact our referral coordinator at jobs@boston-consult.com, he'll gather information about your project scope, skills need, schedule and budget, and put you in touch with highly qualified CNet consultants. It's quick, convenient and guaranteed to improve your development lifecycle!

Software as a Service: Another Software Architecture Paradigm

Our February 27th presentation with Michael Steifel of Reliable Software

Software as a service (SaaS) is an increasingly popular approach to delivering software via the web, where one party develops and hosts a software application and customers pay for using, not owning, the software. This model is especially attractive to small and medium sized business, because it relieves customers of employing an IT staff to maintain application software. Join us on February 27th for Michael Steifel's discussion of the advantages and disadvantages of the SaaS paradigm, the technical and social challenges, and the economics of this approach to delivering software applications. Visit <http://www.boston-consult.com/calendar/78.html> for details and directions to our meeting site at the offices of Foley Hoag LLP in Waltham, Massachusetts.