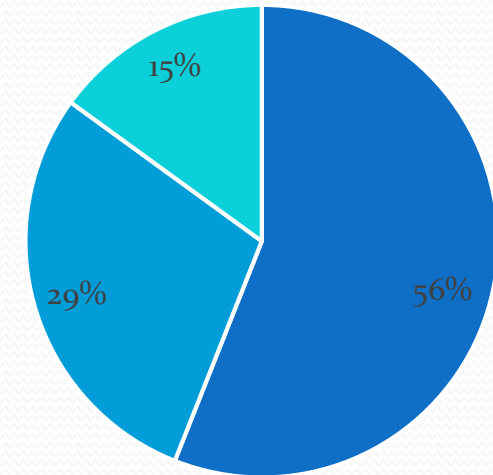


# Consultant Liaison Programs

Top 10 (or so) Benefits...from Two Perspectives

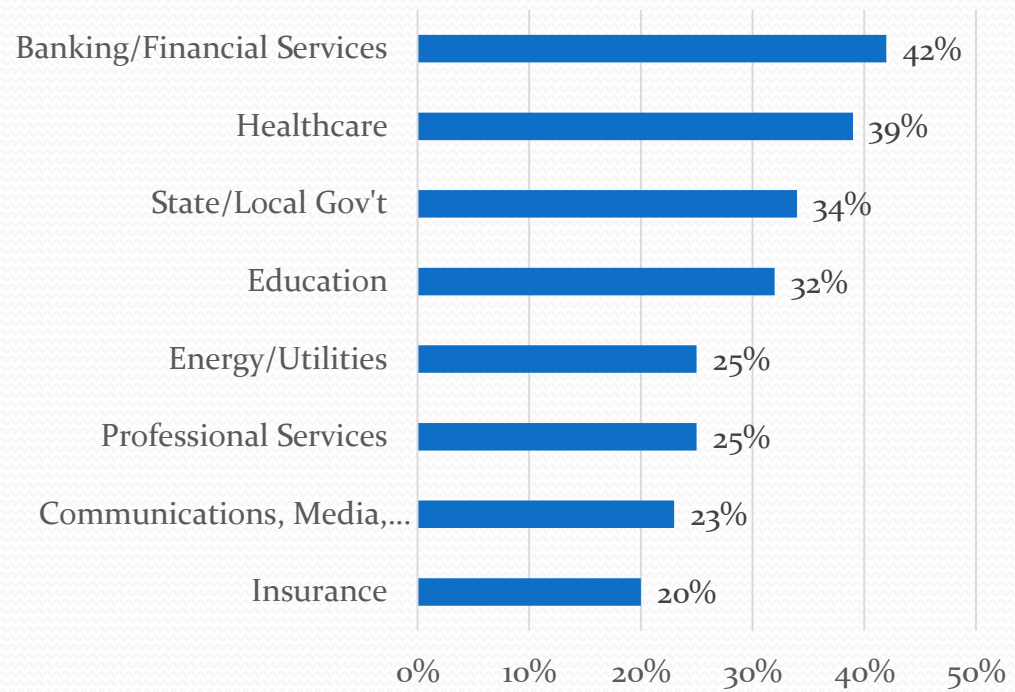
# Consultant Market Size and Reach

End-User Client Mix: 2017



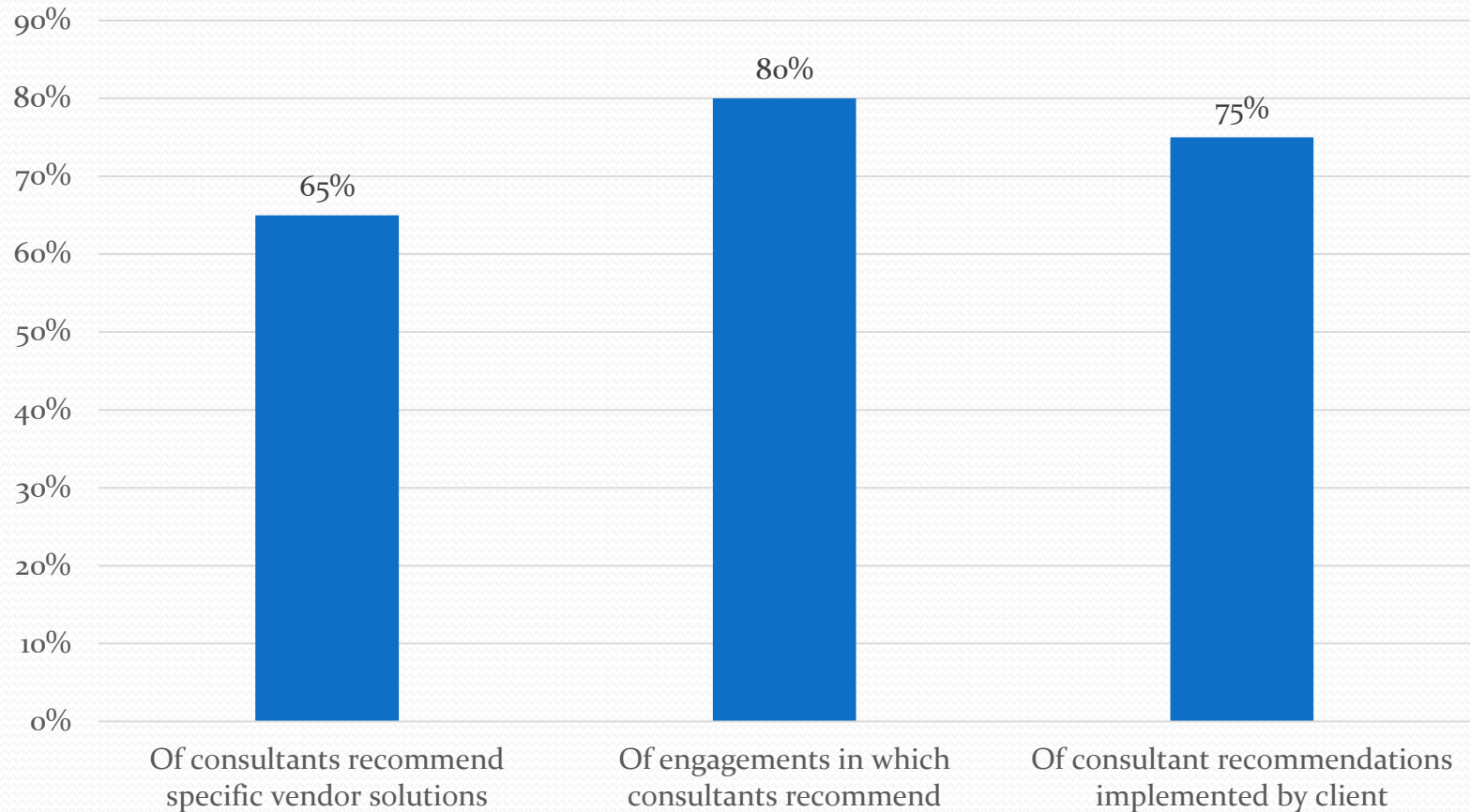
- Enterprise (>1,000 employees)
- Mid-Market (100 - 1,000 employees)
- Small (<100 employees)

Most Active Vertical Markets: 2017



Source: CLP Central

# Consultant Market Influence

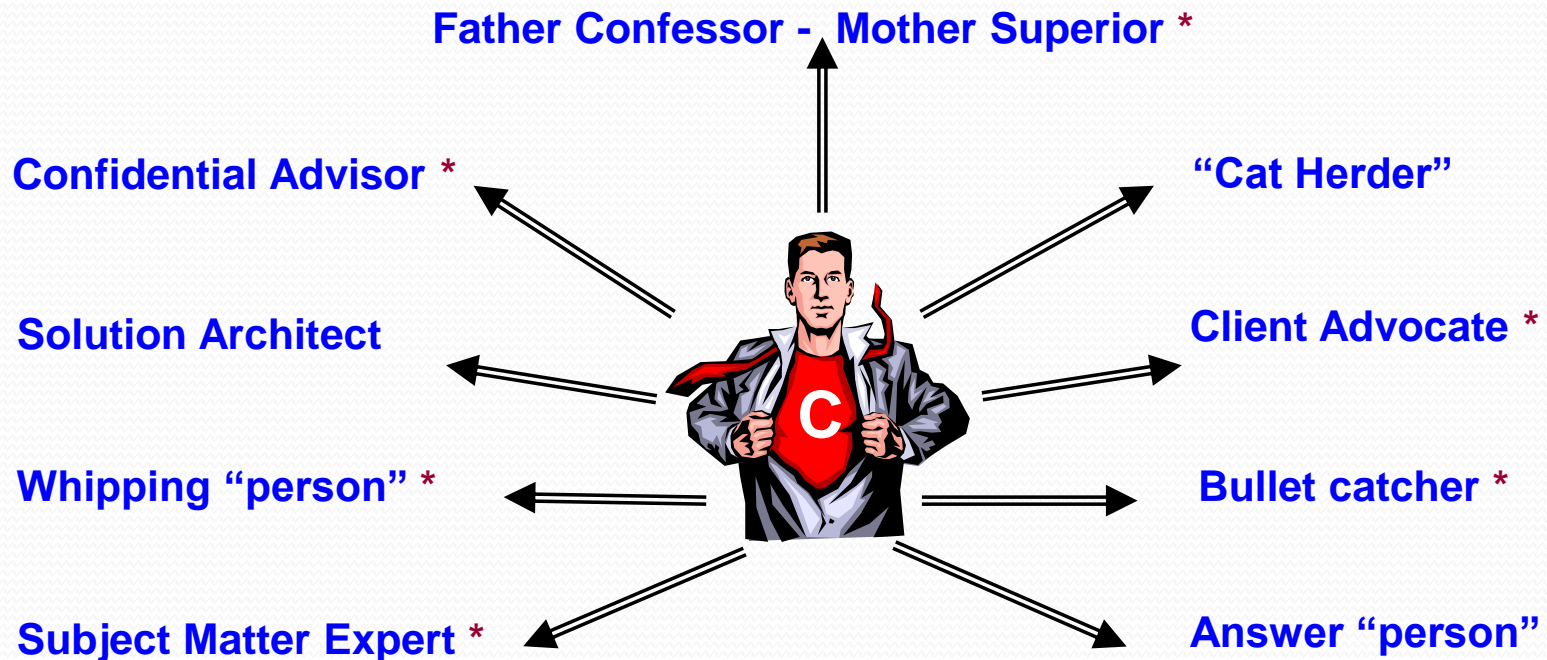


Source: CLP Central

# Consultant Types

- Entry-level
- “Between positions”
- Brokers and agents
- Specialized vs. generalists
- Single-person shops to multinational firms
- Auditors
- Franchise
- Dedicated, career INDEPENDENT consultants (SCTC members)

# Consultant's Role(s) Variations



**Sometimes requiring multiple roles at the same time....**

*\* Courtesy of Dick Kuehn, an STC founder....*

# Consultants' benefits from CLPs

## Organizationally...

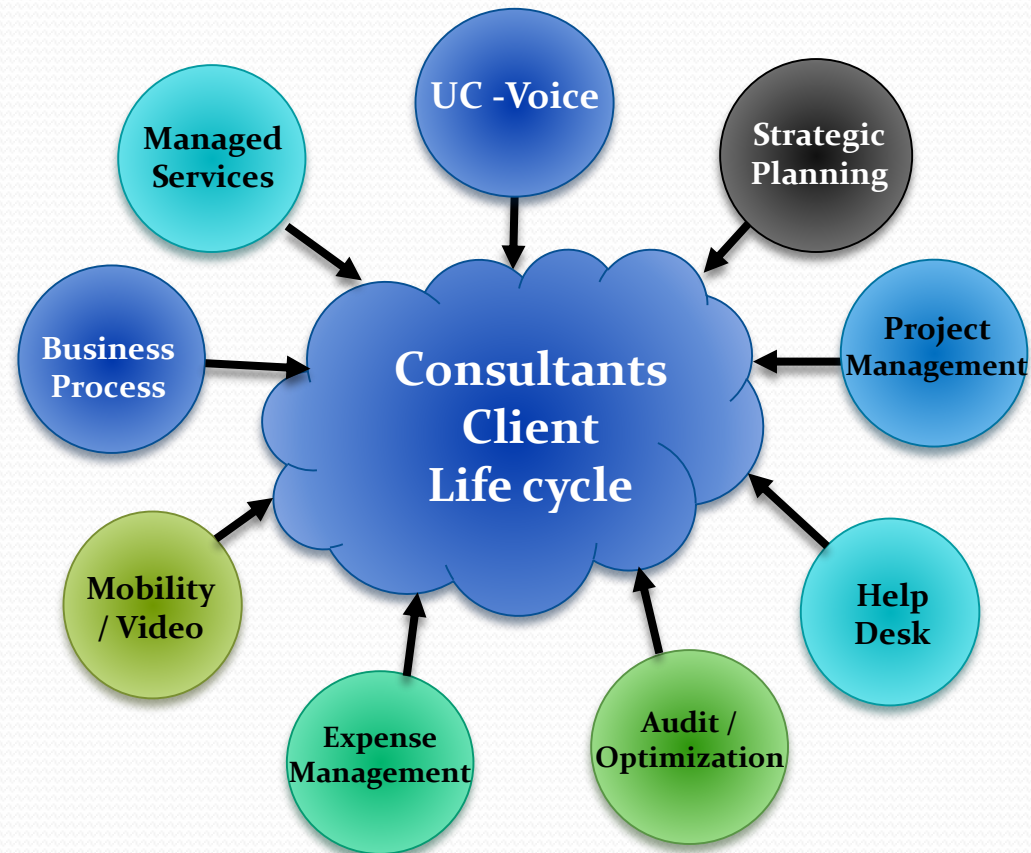
1. "Live" SPOC
2. Dedicated consultant portal
3. Network of manufacturer and partners
4. Management access
5. Educational opportunities

## Product and RFP Support...

6. Product/services info and updates
7. Partner identification
8. Technical and engineering access
9. Escalation contacts
10. Briefing center access for clients

# Consultant-Client Life Cycle and Services

- Vertical focused, SLED, Healthcare & Hospitality
- Communications and IT focused
- Improves efficiency for individual clients
- Project focused



# Vendors' consultant programs provide an edge...

## Externally...

1. Consultant education and tools
2. Pre-sales relationships
3. Consultant recruitment
4. Single point of contact
5. Long-standing relationships
6. Networking
7. Responsiveness
8. Introductions to the "ecosystem"

## Internally...

8. Consultant activity tracking
9. Consultant's biases and history - **INDEPENDENCE**
10. Potential opportunities
11. Invitation "to the table"
12. Support for RFP strategy and planning
13. "Behind the scenes" intel



# So What?

- Obtain better access to potential opportunities via the CLP.
- Get information about the consultant to better allocate resources.
- Know if you will get a “fair shake.” Good vendors want a level playing field.
- Establish a long-term relationship. You and the consultant will have opportunities in the future.
- Companies (and the people that work for them) like to do business with organizations (and people) they like and trust.
- Consultants usually have better access to articulate solution requirements.
- Constructive feedback for bidder wins and losses

**Thanks for your time.**  
Questions?