

"Acquiring Clients"

The first challenge in consulting is to acquire a client. "1 Opt" can help this process in a number of ways.

- ✍ **Easy Startup:** "1 Opt" can be used without any certification. However, once you use it you will probably want a deeper understanding. This can be acquired in a two-day seminar that can be arranged at your convenience.
- ✍ **Instant Demonstration:** Using the Direct Access option you can demonstrate "1 Opt" using the client's own computer while you are discussing it with him or her. The high face validity and business orientation resonates well with clients.
- ✍ **High Level Access.** "1 Opt" is adult and business like in orientation. It has been used at Board and CEO levels of Fortune 50 firms. You will not be embarrassed if your contact levels are very high.
- ✍ **Easy Adoption:** "1 Opt" allows you to propose modest entry initiatives that are easy for a client to accept. A common proposal is to analyze client's immediate staff. The small commitment usually meets minimal resistance.
- ✍ **Quick Outcomes:** Positive results usually begin to occur during the initial debriefing. The focus on the group rather than individuals means that there is minimal "push back." The value of your efforts is easy to see.
- ✍ **Past Clients:** "1 Opt" provides a way of re-accessing past client with fresh ideas. You can demonstrate your continuing value with minimal investment in advance preparation.

"Extending Involvement"

Once a client relationship has been established the next step is to extend and deepen the relationship.

- ✍ **Add-on Sales:** People will probably see the applicability of "1 Opt" to other organizational levels. You can expect to capture some of these add-on assignments. "1 Opt" is self-marketing.
- ✍ **Derivative Sales:** Discussions about team operations will often highlight issues the team is confronting. These issues can be opportunities for you to offer other items from your solutions portfolio to the group.
- ✍ **Integration:** "1 Opt" works with almost any other intervention. This means that you can give exposure to "1 Opt" with your standard offerings. This can give you the opportunity to suggest its (and your) application in other areas.
- ✍ **Guru Status:** A wide application in a larger firm can quickly exceed your capacity to satisfy the demand. A viable strategy is for you to enlist employees of the firm to handle the lower level groups. Achieving Level II Certification entitles you to certify others. You earn money certifying others while gaining credit for empowering the firm. You retain a "guru" status while creating a loyal cadre of contacts with an accompanying stream of associated opportunities.
- ✍ **Internal Referrals:** Using "take homes" (mounted profiles, transparencies, graphics etc.) creates opportunities for people to talk to each other about "1 Opt." This general "buzz" can lead to additional "gigs" within a firm.

"Retaining Clients"

Maintaining an active relationship with the client over long time periods is a key to a successful consulting practice. "1 Opt" can help foster this relationship with:

- ✍ **New Applications:** "1 Opt" is a fresh technology. Application to new areas, extensions and adaptations are constantly occurring. Each of these offers you a new opportunity to revisit existing clients with new perspectives. Each of these gives you a new opportunity to engage the client.
- ✍ **Limited Competition:** Other consultants will visit your clients. However, competitors will probably offer tired, old technology that your client has seen many times before. Reminding a client that these technologies are 20 to 50 years old (depending on the specific offering) is usually enough to weight any discussion in your favor.
- ✍ **Low Cost:** The client usually pays your fee plus out-of-pocket costs. The "out-of-pocket" component of any work done with "1 Opt" will be small. This makes it easier for your client to re-engage you for future projects.
- ✍ **Broad Range:** "1 Opt" is ubiquitous—it fits anywhere that human beings work together. This means you can find work throughout a firm. Working anywhere within a firm keeps you in the stream of information and increases your odds of additional assignments.
- ✍ **Compatibility:** "1 Opt" will fit with any tools or programs a firm might adopt. Every new technology introduced is a new opportunity for you to augment it with your offerings.

"What is I Opt"?

"I Opt" is the name of the tool used to collect the information processing preferences of a person. Organizational Engineering is the body of knowledge of "what causes what and why." Together the tools provide you with a new Organizational development paradigm to offer your clients.

"I Opt" technology is unique. First, it is predictive. You can foretell the performance of any group even before the group is formed. Your prediction will come true without you even knowing the people involved.

For existing groups, you are able to instantly analyze the group's strengths and vulnerabilities. The diagnostic is structural. The findings are inherent in the group, not in the individuals. This means that your analysis is easy to accept. Fast acceptance means that focus can center on remedies rather than the existence of an issue.

Methods of magnifying strength and offsetting vulnerabilities are automatically provided. The volume of options is large. This means that you can spend your time helping the group sort through the alternatives in light of their needs and objectives. This moves you from the position of an assistant to that of participant guiding the group toward solving the its problems.

The technology is heavily mechanized. You can deliver positive results without the usual heavy (and unpaid) front-end investment typically required in a consulting assignment. Your focus can center on high return, professional activities rather than the drudgery of analysis and clerical preparation. Your ratio of billable to unpaid time improves.

"Can I find out more?"

You can get an exhaustive explanation of the various analytical products on the World Wide Web at:

www.iopt.com

You can review the state of the art technology in actual application by going to the Organizational Engineering Institute's website at:

www.oeinstitute.org

"When can I try it?"

You can get complementary analysis by calling 734 662-0250 (toll free 800-860-0250). Simply mention this brochure. You will be provided with an analysis of any group that is relevant to you.

"How soon can I get it?"

Complementary analyses are done manually and usually require 24 hours. Established clients that have direct access to the computers can usually get their results in less than 10 minutes.

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