

## Management Consultants

### Are You Part of the Pinched Middle?

Your competitor landscape is constantly evolving, which means you're under increasing pressure from above and below.

**The number of management consultancy businesses is predicted to increase by 10.7% over the next 5 years.**

*(Source: IBIS – Management Consultancy Market Report – May 2015)*

## THE BIG PLAYERS

Complacent - trade on brand equity and structured to deliver largely junior experience, but...

Largest consultancies: business grew by £3.7bn year on year

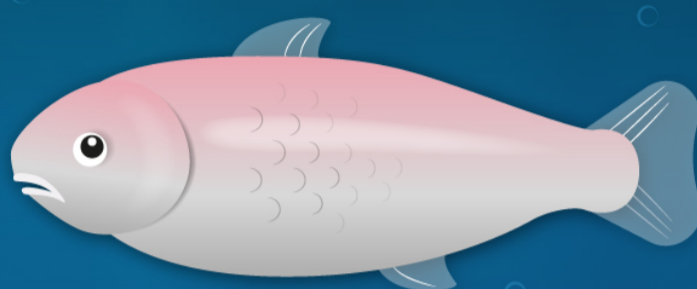
*(Source: Companies House)*

## YOU

Pricing competitive with big players and deliver better service - but struggle to break through the ceiling

36% of mid-market management consultancies saw turnover fall year on year. 41% saw profits fall

*(Source: Companies House)*



## THE LITTLE GUYS

Agile, no overheads, undercut everyone on price

2,924 new management consultancies were started in the past 12 months

*(Source: IBIS – Management Consultancy Market Report – May 2015)*

95.5% of all firms employ fewer than 10 people

*(Source: Office for National Statistics)*

Many start-up management consultancies are created by consultants with existing experience and connections, most often developed during tenure with a large consultancy firm

*(Source: IBIS – Management Consultancy Market Report – May 2015)*



***In business, the competition will bite you if you keep running; if you stand still, they will swallow you.***

Victor Kiam



### How not to get swallowed – and make sure you move up the food chain



## THE BIG PLAYERS

### PROBLEM

You don't have the brand recognition or visibility of the big players, so it's hard to get your foot in the door with clients willing to pay for quality.

You can't compete with the business development and thought leadership machines at the big players.

### SOLUTION

Recognition is a medium- to long-term goal, so don't confuse it with short-term demand generation. You need a structured marketing and sales strategy that focuses on both these elements, as well as strengthens relationships with your existing relationships. We therefore recommend having a three-pronged approach:

1. Awareness and Authority
2. Demand generation
3. Client nurturing

If you plan your activity and allocate resource in this way, you can see how your efforts bear fruit over time.

Don't waste time or money fighting on every front. Become a niche expert. When you've identified your ideal customer, break down the goals and pain points of relevant decision makers. And then own the most relevant issue or three.



## THE LITTLE GUYS

### PROBLEM

Little guys are undercutting you on price, so your margins are being squeezed.

Individual consultants or three-person firms purport to offer the same value as us.

### SOLUTION

You need to focus your strategy by identifying your ideal customer and defining your universe of prospects, so you're concentrating on clients willing to pay for quality.

'A brand is no longer what we tell the customer it is – it is what customers tell each other it is' – as much as we wish it weren't so, Scott Cook is right. We need to think of a small firm or one-man band as a competitor, but if your clients do then you have a perception problem. Get your look and your messaging sorted, so both work strategically to communicate your value proposition.

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### Are you ready to up your game?

We're a fully outsourced marketing service with a difference. We've developed an entire process – the Route to Growth – which is a tried and trusted method of helping mid-sized businesses to grow and punch above their weight.

Learn more at [www.cognitionagency.co.uk](http://www.cognitionagency.co.uk)

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