SOCIETY OF COMMUNICATIONS TECHNOLOGY CONSULTANTS INTERNATIONAL

Building Success Through the Power of Connections.

There are many ways to build success for your business. While advertising and client referrals may be the first that come to mind, there is another extremely effective method for building success; and you may not be fully taking advantage of this powerful strategy.

It's Not What You Know;

It's WHO You Know.

It goes beyond simple networking, where the goal is collecting names and contact information. You go to an event with your business cards, hand them out, and collect cards from other people. The transaction is complete. These superficial contacts are not relationships. It takes time and effort to build true connections. One of the best places to find real connections is a professional organization of people like you. You will find a community of people who understand you and your business. A tribe that can offer help and support on your journey toward success.

People Invest in What They Value.

Members of these organizations develop relationships that are far deeper than casual business connections. They share expertise and help others to achieve their goals. Through mutual service, everyone succeeds.

"People wonder why first-time directors can make a brilliant picture, then suck on the second one. It's because they're a little terrified the first time. So they listen to all the experts around them." – James Caan

How Can a Professional Organization Benefit a Consultant?

Professional Development

Most organizations offer opportunities for education and skill enhancement. In the fast-paced technology industry, it can be a challenge to stay up-to-date. Quality learning opportunities offer enormous value.

Make You Look Good

When you work with a professional consultant group you gain access to smart people with extensive experience. And in the right organization, they are there to help you. When you have questions, you can go to the group for answers. When experts need answers, only other experts can provide them.

The Power Of The Crowd Can Help When:

- You're stuck with a problem and need to bounce ideas off of someone else
- You need to validate or test out an idea or theory
- You want to know if anyone else has tried to make X and Y work together and how it turned out
- You need candid feedback on vendors and their capabilities
- You need executive contacts to escalate resolution of problems

These are all examples of situations where the expertise within a professional consultant group can give you the knowledge to look great in front of your clients.

Growing Through Connections.

Growth is the goal of almost every business, and partnering with other consultants can help you achieve that growth.

Have you ever turned down a consulting opportunity because you didn't have enough time to do it right? With the right connections, you could partner with other consultants and take on larger and more complex projects regardless of time constraints. Your business grows when you increase the number of projects you can handle.

What about the client who wants some type of expertise that you don't have? With the right connections, you can say "yes" by bringing in another expert to work with you and fill that gap. As a member of a professional organization whose members have extensive expertise, you can access the knowledge that you need to take on those projects and grow your business.

Do you need someone to represent you in to other locations? A consultant partner allows you to have resources all over the country (and even internationally) without always having to travel yourself. Your network becomes an extension of your company, and you become capable of taking on bigger and better clients.

Take On Team Members Through Partnering Instead Of Hiring.

When you work with consultant partners you don't have to hire permanently. You can utilize staff only when you need them; when a project ends you won't have to find ways to keep that staff busy.

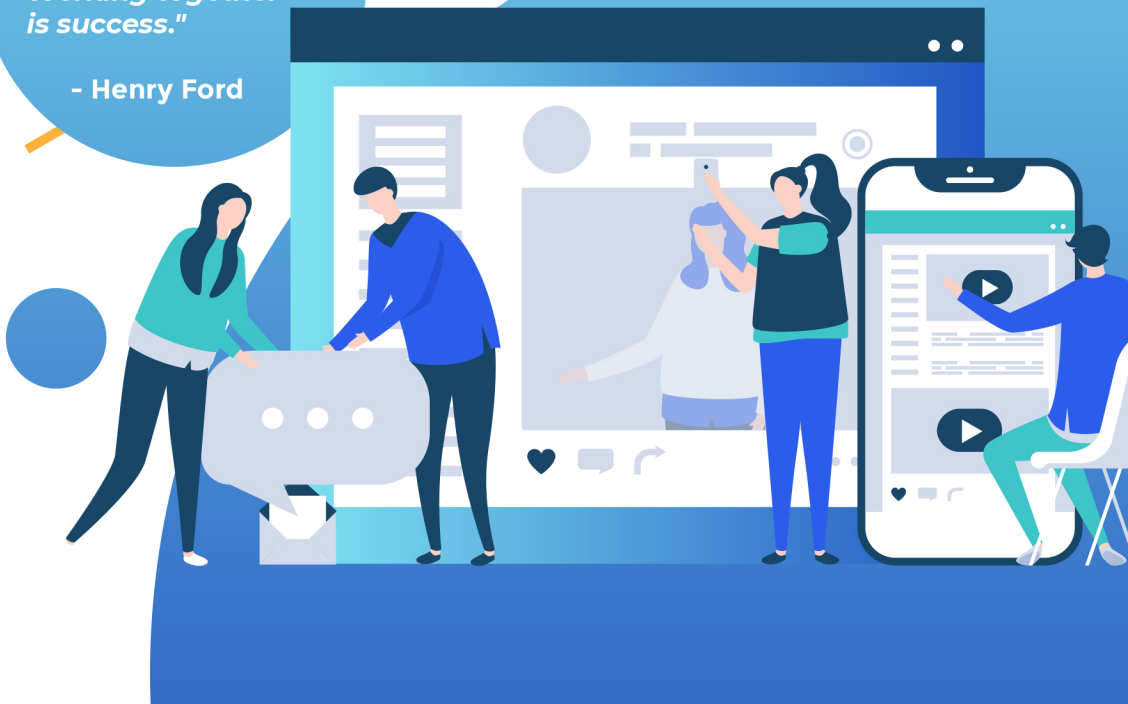
Let's sum it up: What can a professional consultant organization do for you?

1. Offer opportunities for growth via collaboration
2. Expand your reach far beyond what's possible by adding staff
3. Provide a forum for professional development.
4. Make you look good in front of your clients through answers from other experts

When you consider expanding your business, take advantage of the power of connections and join a professional organization. You'll be amazed at the growth you can achieve when you work with the right team by your side.

"Coming together is a beginning. Keeping together is progress. Working together is success."

- Henry Ford



The premier organization for independent technology consultants is the Society of Communication Technology Consultants (SCTC). If you are looking for ways to grow your practice and a supportive community, contact us today!

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