



# **Should I Hire a Marketing Consultant?**

**Seven Key Questions You Must Ask Yourself  
Before Even Considering Hiring a Marketing Consultant**

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The decision to hire a marketing consultant can be a difficult one. Some of you might feel it's an admission of failure on your part or on the part of your staff. It's probably more helpful to view a marketing consultant as a subject matter expert who can help you get through specific, and often complex, challenges and problems. More importantly, a marketing consultant can help you quickly and effectively improve the growth of your business.

Prior to hiring a marketing consultant it's wise to ask yourself the following seven questions.

### **1. Is it better for you to do nothing?**

What happens if you continue to muddle along? What is the cost to your company if, rather than solving your marketing or selling problems, you do nothing? You need to decide where getting your marketing and selling problems solved ranks on your list of priorities. If solving these problems is not a high priority they will not get the attention they deserve.

Without wishing to be overly dramatic, some marketing and selling problems require a period of intense focused effort from the entire organization. In addition whenever you solve problems it entails change, which can be very wrenching.

If you are unable to give these problems your complete attention or can live with the consequences of inaction it may be better for you to do nothing.

### **2. Can you solve your marketing or selling challenges yourself?**

Sometimes spending time on the Web or reading appropriate books will reveal the answers you need to solve your problems. This can save you both time and money. There are two key points to keep in mind if this is the course of action you choose to follow.

a) There may be dozens of potential solutions for your problems. The consequences of making a poor choice could be very expensive. Are you absolutely certain you will select the best solution for your particular circumstances?

b) The best solution means nothing if it is not properly implemented. Poor implementation can make the correct solution totally ineffective. Do you feel highly confident you will be able to properly execute the correct solution?

If you are uncomfortable solving these problems yourself you can utilize your current staff or hire a consultant.

### **3. Can you solve your marketing or selling challenges with your current staff?**

How is your current marketing staff dealing with your marketing or selling challenges? In some cases your current marketing staff may be strong in some areas but weak in others.

Are they unable to truly meet your challenges head on? Are they coming up with substandard ineffective workarounds? Do they need to have their skills upgraded? Can they correctly identify and solve your marketing and selling problems?

If you or your current staff is unable to solve these problems then hiring a marketing consultant may be in order.

Here are some of the indications it may be time to hire a marketing consultant to get your marketing and selling back on track:

#### **4. Is your marketing disorganized and causing peaks and valleys in your revenues?**

Is your revenue inconsistent? Unless you are running a seasonal business, and there are ways of overcoming even this, there is no reason to have dramatic peaks and valleys in your revenue. Peaks and valleys create tremendous strain within companies. If your marketing is disorganized you might have some of the following problems in your company: Managing cash, forecasting sales, budgeting for marketing expenses, budgeting for sales expenses, arranging production, scheduling deliveries, maintaining staffing levels, and inventory control.

An experienced marketing consultant will systematize your marketing to greatly reduce or eliminate peaks and valleys. This makes it easier to manage and grow your business.

#### **5. Are you unable to generate sufficient quantities of qualified sales leads?**

Are you lacking in qualified sales leads for your sales force? There is nothing more crucial to the success of your company than the ability to generate qualified sales leads on a consistent basis. A lack of leads will cause your entire business development process to come to a crashing halt. You may not know how to generate leads or you may be spending money on various lead generation activities and getting a poor rate of return. In either case, you have a major problem.

From websites through traditional methods such as direct mail, print advertising, and even the telephone, an experienced marketing consultant will create lead generation systems that produce consistent quantities of qualified leads. You'll enjoy predictable growth.

#### **6. Are you are consistently losing out on longer term sales opportunities?**

Are you not closing a significant percentage of longer term leads? In most industries up to 45% of qualified sales leads will buy within a 12 month period. If you don't have a standardized process in place to nurture and develop these longer term opportunities you are dramatically reducing your revenues.

An experienced marketing consultant knows how to create optimal content that will shorten the buying cycle and positively influence your buyers through every step of their buying process. This means more closed business and revenues from longer term sales opportunities.

#### **7. Is your sales force ineffective?**

Are your salespeople not converting sales leads into closed business? Selling has dramatically changed and now the buyer has the power in the sales transaction. If your sales force is using old and outdated selling methods your company does not stand a chance. A standardized, effective, and measurable consultative selling process is another outcome of hiring an experienced marketing consultant. You'll get better closing rates and reduced sales costs.

An experienced marketing consultant can help you with the above challenges and all other aspects of marketing including: Opening new markets, launching new products, establishing pricing strategies, setting up and optimizing distribution networks, creating marketing strategy, reducing competitive pressure, or repositioning your company.

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## How We Can Help You

Broadfield Consulting makes it easier for manufacturers and industrial (B2B) companies to increase profitable revenues by improving their marketing and selling methods.

You will get a predictably profitable outcome from our fully-guaranteed industrial marketing consulting services.

Whether you want to:

- Create and successfully execute a competitive strategy that strongly positions your company in your marketplace
- Create and communicate a sustainable competitive advantage that creates buyer value not easily matched, establishes brand loyalty, and allows you to outperform your rivals
- Generate more inquiries at lower cost from online or offline marketing
- Develop a higher percentage of your longer-term inquiries into qualified opportunities
- Convert more of your qualified opportunities to customers through improved selling skills

We'll customize our proven marketing and selling methods to your needs and implement them in your business so you can enjoy reliable and profitable growth—fast.

## What You Will Get

At the conclusion of our time together you will have a marketing and selling system in place that will allow you to create predictable and profitable growth in your company—at will. No more wildly swinging demand, no more fits and starts, and no more directionless wandering and wondering.

## What's Next?

If you are a manufacturing or industrial (B2B) company CEO/business owner who would like to discover what's working in industrial marketing today and discuss your industrial marketing challenges and aspirations, the next step is a 15 minute Strategy Session telephone call. You can find out more at:

[www.broadfieldconsulting.com/contact-us/](http://www.broadfieldconsulting.com/contact-us/)

Sincerely,

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