

## Engage



**CiA** Consultancy  
in Action

## Compete



## Act



**Action Speaks Louder**

January 2009

### Consultancy in Action:

*Focusing on project delivery, CiA offers a mix of marketing consultancy and project management for larger businesses and wider business marketing roles for SME's.*

### Clients:

- **Comic Relief (FMCG project)**
- **First Great Western**
- **Monster.com**
- **Site Intelligence**
- **Nectar**
- **The Royal Artillery Museum**
- **Lever Faberge**

### Act now - contact Peter:

[peter@consultancyinaction.co.uk](mailto:peter@consultancyinaction.co.uk)

Land : 01483 224367

Mobile: 07774 243545

or visit

[www.consultancyinaction.co.uk](http://www.consultancyinaction.co.uk)

If you would to hear more about the opportunities with Partnership Marketing and how this could work for you please [email](mailto:peter@consultancyinaction.co.uk) me or call 01483 224367. The next newsletter will continue the Partnership Marketing theme and look at budget benefits ...

If you feel a colleague would like to receive this newsletter please drop me

### Payment by Results - The Full Circle

Welcome to the first Consultancy in Action newsletter of 2009 - **Action Speaks Louder** - direct, to the point and read in 60 seconds.

If you feel a colleague or contact would like to receive this please do drop me a [line](#) or just pass it on.

So in 60 seconds - **Payment by Results**. Whilst this should be a permanent message from Consultants, it is even more prevalent in 2009. As an independent marketing consultant I eat or starve according to the results I achieve. So, as Consultants, we should take a pro-active stance.

#### The Issue:

#### So You Say ....

Clients want re-assurance around delivery. But Consultants can only demonstrate past experience, they can't prove a future action.

Clients have an objective to achieve. And the Consultant has the skills to achieve it.

But how can the Client be re-assured and how can the Consultant prove it?

Payment by results provides a reason for all parties to buy into the deal. The full article is on your right....

#### The Solution:

The solution is for the Client to use past experience and references as a guide, and work on a payment by results model as a safety net. For easy maths let's assume...

- The agreed project will take 20 working days at a rate of £500 per day
- Total cost over the project life is £10,000
- Based on agreed KPO's (key performance objectives) the Client agrees a guaranteed payment to the marketing consultant of 80% x £10,000 = £8,000
- Where the basic minimum requirement is achieved the Client pays £8,000 only (in this instance I suspect words would have been spoken prior to this!)
- Where all KPO's are met, the marketing consultant is paid the balance of £2,000

a [line](#). Past issues of the newsletter will also be available on the website at [www.consultancyinaction.co.uk/newsletter](http://www.consultancyinaction.co.uk/newsletter)

---

**Next issue ....**

Partnership Marketing – part 1.  
Approved Access

If you would like a copy of a previous issue please [email](#) Peter

Copyright © 2009. CiA Ltd. All rights reserved. If you would prefer not to receive this newsletter please click [here](#) with 'delist me' in the subject box.

- Where all KPO's are exceeded to agreed levels the marketing consultant receives a 10% bonus of the total project cost = £1,000

From the Client perspective there is a £2,000 'option' based on an overall £10,000 project cost. That equates to 20% of total project costs being driven by, and exceeding, minimum agreed objectives. Similarly excellence in delivery is also rewarded with the 10% bonus to the Consultant. Action Speaks Louder!

Whether KPO's are quantitative or qualitative they can, and must, always be detailed and agreed. This Payment by Results model demonstrates the Consultants commitment to succeed but also a safety net for the client. The proverbial Win Win. Of course this is just one model, but you get the point.

If you like the principle of this newsletter, relevant articles read in 60 seconds, and would like to see specific commentary, or simply want to express a view, just drop me a [line](#).

**Act Now. To contact Peter click [email](#) or visit [www.consultancyinaction.co.uk](http://www.consultancyinaction.co.uk)**