

# **Professional Services – Architects, management consultants, advertising agencies, payroll services, etc.**

## **Overview**

We've lumped multiple companies together who provide services to corporations. Companies will look to the outside for expertise in these areas and pay professional services companies on a project by project basis or put them on retainer. These companies are usually retained because they are cheaper or more experienced than if the corporation does the work internally. These firms charge fees for those services and are big revenue companies in most cases. Some firms you may have heard of in the marketplace are Deloitte Consulting, Ernst and Young and McKinsey & Company.

You will also come across smaller businesses offering similar services to smaller businesses. Local firms are much like accounting and law firms where a senior executive has broken off to form their own firm.

## **Why they need tickets**

Like law firms and accounting firms, professional services companies will have partners responsible for maintaining relationships with existing clients and developing new business. Some national firms are more likely to have specific 'business development' staff but they will typically will not refer to that staff as salespeople.

The way these firms grow is through referrals. That means relationship building, just like brokers, lawyers and accountants. Follow the same process in the sales presentation. Each partner or business development person would need one game each month for existing client relationships and one game for new prospects or strong referral sources.

## **Decision Makers – Who to talk to...**

The larger the firm, the tougher it will be to track down the top executive as many of the companies are multi-national. Look for the Managing Partner in your market, Partners and or Directors. Find one who is a sports fan and understands the value of client relationship building at sporting events. They will become your champion to push through the decision for the firm.

For smaller firms, your lead list should provide you with the owner or president, usually the person who started the firm. Call them first. Your sales presentation may involve other partners or, the President may wish to ask some of their top staff to sit in. Work to make sure you have any decision makers in the room when you present. Ask before you start whether there is anyone else involved in the decision making process.