



# How to Grow Your Consulting Business with eXplorance

**E**very consulting firm wants to increase revenues and extend its reach into the marketplace.

You have an ally in eXplorance. We will work with your consulting business to help grow your revenues and expand your offerings.

In fact, we provide five key benefits that can add up to more visibility and more revenues for your consulting firm:

- ◆ A more powerful, automated toolset
- ◆ Special pricing for consultants
- ◆ Leads for consulting projects we give to you
- ◆ Sales commissions on opportunities you bring to us
- ◆ Promoting your knowledge through our marketing programs.

The rest of this article describes each of these benefits, and how to approach eXplorance to take advantage of it.

## ***Benefit 1: More powerful, automated toolset***

eXplorance offers a solid, field-proven technology platform (Blue) that is now supporting millions of users in organizations around the world, including large and medium-sized businesses, schools and colleges, governments, and non-profits.

On top of this platform, we provide these five modules to support specific activities:

- ◆ 360-degree feedback reviews (Blue/360)
- ◆ Employee performance appraisals (Blue/Appraisals)
- ◆ Training and course evaluations (Blue/Evaluation)
- ◆ Internal or external surveys (Blue/ Surveys)
- ◆ Online exams and psychometric tests (Blue/Tests).

As a full-featured information-gathering and analysis system, Blue provides automated management of all these tasks, along with efficient setup, data analysis, and reporting.

Using a tool like Blue will free your consulting team to focus on the most strategic aspects of any engagement, provide extra value to clients, and complete more engagements in less time.

eXplorance can also provide implementation services to get Blue installed quickly and integrated deeply into your client's IT infrastructure. This ensures a seamless workflow with the maximum possible benefit to your client.

In short, the more powerful toolset from Blue can help you expand your business.

### ***Benefit 2: Special pricing for consultants***

Your consulting firm can receive a major discount on any eXplorance software, either licensed or hosted (also known as “software as a service” or SaaS).

This enables you to maximize your own margins when you sell your services to your clients.

Consultants most often buy a block of users under the SaaS model, which frees your firm from any hardware or setup chores. You can resell user seats to your clients, and they can be up and running with eXplorance in just a few minutes.

We have very low minimum purchases, with no recurring annual fees; even so, consulting firms still qualify for customer service and maintenance releases.

### ***Benefit 3: Leads for consulting projects we give you***

Many of our clients work in small- to medium-sized businesses. These firms often lack the in-house resources to develop surveys, assessments, or 360-degree review procedures.

eXplorance is focused on providing the technology platform to support these activities. We have chosen not to develop

our own content, design surveys, create tests, competency models, and so on.

That means every time a new client asks us for help, we search our network of consulting firms to see who would make a perfect fit.

We might search on specific areas of expertise, industry knowledge, location, size, or any other factors that are important to our client.

If you join our network, we will include you in these searches. And if your firm seems like a good match for our client, we will send you the lead for a possible consulting engagement.

We benefit by offering our clients a more complete solution that includes our software plus all the specific consulting services they may need to implement their new system.

### ***Benefit 4: Sales commissions on opportunities you bring to us***

If you pass a lead to us, eXplorance will pay an industry-standard commission for every referral that leads to a system sale within a reasonable timeframe.

This is an alternative to you reselling our system. When would this happen?

Well, suppose a client of yours is looking for a licensed system that their own IT department can install.

Or suppose they have decided to use your firm for process consulting, but want to buy a system from its original developer.

Whatever the reason, if you refer a prospect who buys a system from us, we will award you a commission on that sale.

This is a simple arrangement, with no strings attached: no exclusivity, no contract, and no requirement that you refer any or all of the rest of your customer base to us.

### ***Benefit 5: Promoting your knowledge***

eXplorance can help promote your expertise through our regular marketing programs:

- ◆ Informative articles, white papers, and case studies about our customers
- ◆ E-newsletters to our list of thousands of prospects and customers
- ◆ Trade shows that are highly strategic to our target markets
- ◆ Web sites aimed at various markets.

We have lots of ideas for new, more focused web sites, online forums, perhaps

even a marketplace where consulting firms can list their special expertise.

If you are planning any upcoming events, webinars, white papers, customer stories, special-interest web sites, or any other marketing initiatives, please let us know about them. We may be able to help get the word out.

### ***How to get started***

To discuss how you can grow your consulting business with eXplorance, and gain more visibility, a better toolset, and more revenues, e-mail us today at [partners@explorance.com](mailto:partners@explorance.com) or call (514) 938-2111.