



My Advice to the Outsourcing Advisors

The outsourcing marketplace has indeed changed over the past half dozen years or so. What people are outsourcing, where they are outsourcing to and even who is doing the outsourcing has changed quite a bit. I address these trends and their impact in my Outsourcing 2.0 white paper at <http://www.outsourcing.com/outsourcing2/>

One change that has not been adequately addressed is the impact of this new marketplace on the outsourcing advisors. What worked in the past in and of itself is not enough to sustain and grow your advisory business in an outsourced 2.0 world. If you are wondering why it seems tougher for you lately in spite of the growth of outsourcing this is why. It is time to revisit and revamp your business strategy.

In this piece I would like to address one of the critical success factors that is increasingly separating the winners from the losers. It is quite simply sales and marketing. As many of you know, advisors have historically been treated differently from vendors. You were treated special. The vendors had to do the dog and pony show responding to an RFP whereas advisors, in many cases, were spared this indignity.

Today, there is not much of a difference between how outsourcing buyers select advisors from how they select vendors. Buyers are seeing both camps as vendors. This is a dramatic shift – one that has already taken its toll on many who have been in the outsourcing advisory business for years. What does this mean?

Here are three things you need to get ahead:

- 1-Acknowledge this new outsource 2.0 world – it's here.
- 2-Be ready to embrace the need for sales and marketing – I believe this will be a philosophical challenge for many of you based on the many discussions I have had on this topic.
- 3-Just do it! Or in the true spirit of outsourcing have someone else do it. Just like the vendors, you will need a sales and marketing plan to succeed in this new 2.0 world.

As the market has grown it has become much more competitive. There are several thousand consultants within OI's global membership alone. Having solid outsourcing expertise, some good relationships and a good track record is not good enough anymore; it's safe to assume that most all of your many competitors have this as well.

You will need to rise above the noise, increase your exposure, generate leads, qualify business, chase business, and eventually be able to close business. Could it be possible that the super stars of new and enlightened advisory firms are superior sales pros and or magnificent marketing masters? You can count on it.

The ability to out sell and out market your competitors will be critical to winning business from the new outsourcing buyer within this new outsourcing market.

Are you ready to make your shift from advisory business 1.0 to 2.0? The answer to this question will have a direct impact on the future of your business.

Regards

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