



# EndEx

## Resettlement tips

### The consultancy sales process

[learn.honeycombps.co.uk](http://learn.honeycombps.co.uk)

*Understand consulting  
Prepare to apply  
Build your confidence*

# We're here to help

Leaving the military is a big decision – and committing to your next step is even bigger!

**If you're interested in what consulting could offer you then we're here to help.** We created the EndEx courses and free webinars for you. We help you learn about the consulting industry, make a killer application, and build your confidence

**A lack of sales experience can be the biggest weakness in an ex-military consultancy application.** This guide provides a starting point by describing the typical sales process.

**[Click here to learn more about EndEx](#)**

*- don't forget to connect with us on LinkedIn!*



**Colin Mann**

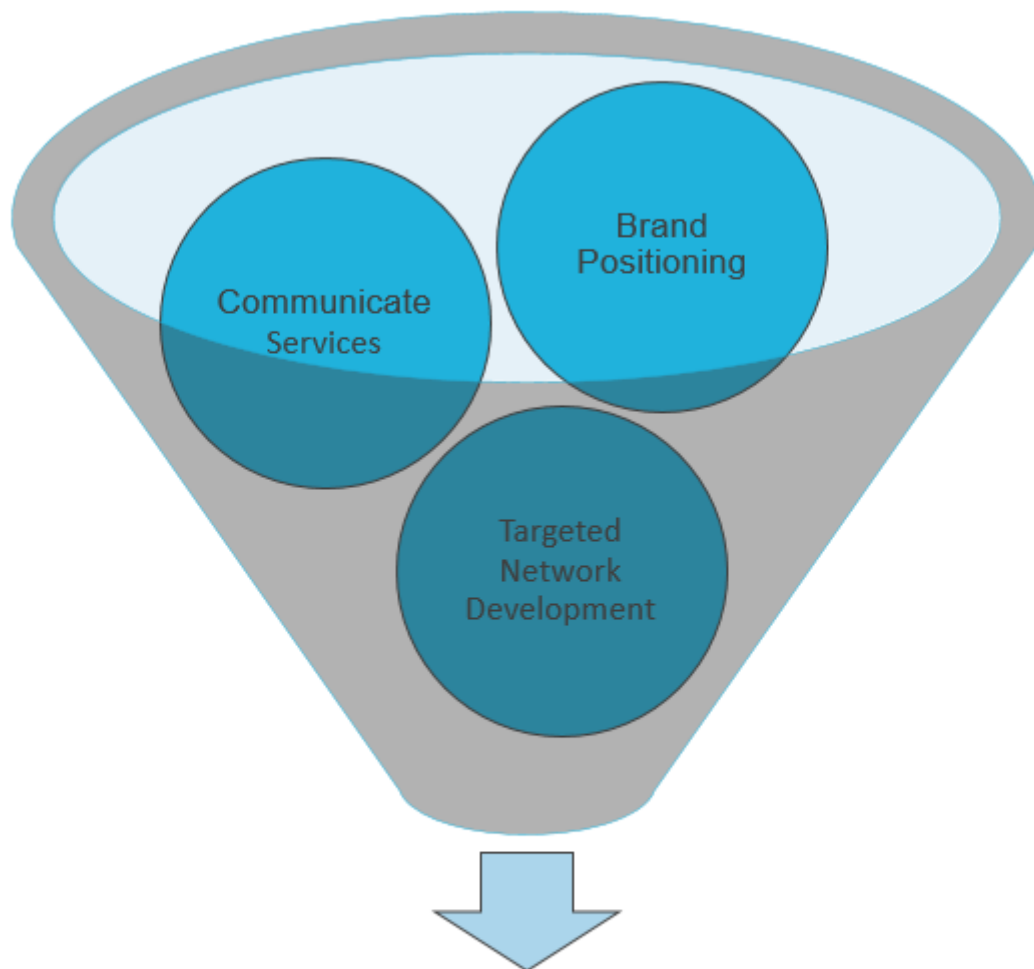


**Deri Hughes**



**Consulting firms build sales funnels – a set of progressive steps to go from a widely-case net to a refined number of potential buyers.**

Firms will continually work to establish their brand in chosen markets, advertise their services & capabilities and develop networks of *buyers* and *influencers* in target organisations.



**Opportunity to Pitch**

## Why do clients buy services from consultancies?

Buy decisions are both organisational and deeply personal. Tapping into the needs of an organisation and feeling the pain of the individual buyer is the key to success.

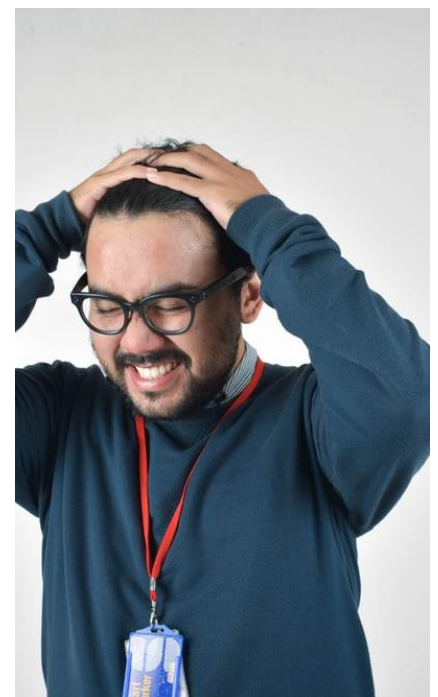


*Organisational drivers usually revolve around:*

- **Money** – revenue and costs
- **Competition** and market position
- **Safety and regulation**

*But needs and pain are personal:*

- **Demands** of senior management
- **Pressure and anxiety** over a particular project
- They've committed to **something they can't deliver**
- **Their reputation** (and ego) are at stake



## The pitch is an exciting and critical part of the sales process...



A structured business case for buying the project – the value proposition:

- **Why** do the work – the benefits;
- **What** is it – the outcome
- **How** it will be done – the process

*Requires clear, precise **communication, charisma** and superb **listening & observation skills**.*

### Final thought:

Pitches are often won and lost well before the session. The key to winning is **trust**. We discuss the path to becoming a *trusted advisor* on our Service Leaver to Consultant course.

# EndEx Courses

We cover a LOT more detail on this topic in Module 7 of our EndEx course, one of the most extensive modules.

We created our courses to help Service Leavers:

- **Build confidence** (do you know why your military skills are so valued by consulting firms?)
- **Bypass the "CV Screen" deathtrap** which will kill your application within 5 minutes of someone looking at it
- **Understand how consulting firms will interview you**, and how to prepare so well that you're able to ace your interviews with real confidence
- **Hit the ground running from day one** in your new job

[Click here for free consulting tips](#)

[Click here to see our courses](#)

Questions?

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