



INSTITUTE OF MANAGEMENT CONSULTANTS
Philadelphia Chapter
240 Center Point Lane, Lansdale, PA 19446
WebSite: www.imcphilly.org

“Building a Retainer-based Clientele”

Monday March 21, 2005

5:30pm –8:30pm at The DoubleTree Suites Hotel, Plymouth Meeting, PA

The Philadelphia Chapter of the Institute of Management Consultants (IMC) presents “Building a Retainer-based Clientele.”

Our presenter is Martin E. Gilligan, Jr. Martin has successfully operated his own solo consulting practice (Martin & Associates) for more than 15 years, serving a variety of domestic and international clients, many of who are privately owned companies. His firm currently has numerous retainer-relationship clients, so Martin has extensive experience on this subject.

Most small consulting practices are based on projects. In many practices each client yields only one project, so the search for new clients is never-ending! Martin presents an alternative model for your consulting practice - one that focuses on long-term service. He explains how a certain mind set on the part of the consultant is needed both to develop the retainer relationship, and then (more importantly) to keep it. Martin admits that a retainer-based consulting practice may not be the best route if you want to maximize fame and fortune, but it certainly provides more dependable cash flow than a project-based practice!

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Preliminary – Jon O. (Friday, Jan. 28)