

Three Views on Consultant Marketing

for



My Position: "It Just Takes Hard Work"

by

Mike Silverman, CRE

Managing Partner, Ops A La Carte LLC

mikes@opsalacarte.com // www.opsalacarte.com // (408) 472-3889

PATCA March 13, 2008

Presenter Biography

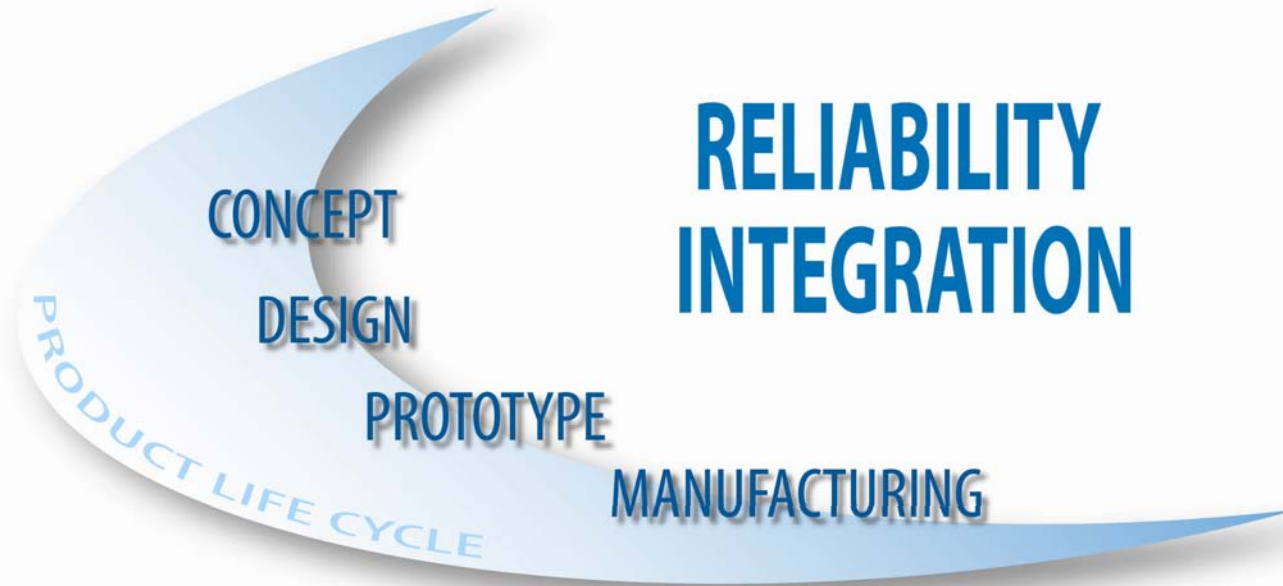
Mike is founder and managing partner at Ops A La Carte, a Professional Consulting Company that has in intense focus on helping customers with **end-to-end reliability**.

Mike has over 25 years experience in reliability engineering, reliability management and reliability training. He is an experienced leader in reliability improvement through analysis and testing.

Through Ops A La Carte, Mike has had extensive experience as a consultant to high-tech companies, and has consulted for over 300 companies in 40 different industries in 30 states and 10 countries around the world. A few of the main industries are telecommunications, networking, medical, semiconductor equipment, consumer electronics, power, energy, and defense electronics.

Mike is also an expert in accelerated reliability techniques and owns HALT and HASS Labs, one of the oldest and most experienced reliability labs in the world.

Mike has authored and published 10 papers on reliability techniques and has presented these around the world including China, Singapore, Taiwan, Korea, Germany, and Canada. He has also developed and currently teaches over 20 courses on reliability techniques. Mike has a BS degree in Electrical and Computer Engineering from the University of Colorado at Boulder, and is a Certified Reliability Engineer (CRE) through American Society for Quality (ASQ). Mike is a member of ASQ, IEEE, SME, ASME, PATCA, ASPMFG, and IEEE Consulting Society. Mike is currently the IEEE Reliability Society Santa Clara Valley Chapter Chair.



Reliability Engineering Services Integrated Throughout the Product Life Cycle

Ops A La Carte assists clients in developing and executing any and all elements of Reliability through the Product Life Cycle.

*Ops A La Carte has the unique ability to assess a product and understand the key reliability elements necessary to measure/**improve** product performance and customer satisfaction.*

Ops A La Carte pioneered "Reliability Integration" – using multiple tools in conjunction throughout each client's organization to greatly increase the power and value of any Reliability Program.

Introduction

Marketing a consulting firm is different than product marketing.

Ads don't work very well.

Cold calling is dead.

***The trick is
a lot of networking
and a lot of hard work!***



Our 6 Step Marketing Approach

- ◆ **Partnerships with Other Firms**
- ◆ **Network of Consultants**
- ◆ **Conferences**
- ◆ **Seminars**
- ◆ **Web Site**
- ◆ **Newsletters**



Partnerships with Other Firms

- ◆ Over the last 8 years, we have developed partnerships with over 60 firms, including
 - **Test Labs**
 - **Seminar Companies**
 - **Consulting Organizations**
 - **Individual Consultants**
- ◆ Trading leads back and forth has been hugely beneficial



Network of Consultants

- ◆ Use other consultants in tangential businesses and they use us
- ◆ We usually work as a subcontract rather than a referral so we can retain rights to client in future.



Conferences

- ◆ We have chosen about 5 conferences a year to present and exhibit at
 - **Presentations give us credibility**
 - **Exhibiting allows us to market our services**
- ◆ The trick is choosing the right shows



Seminars

- ◆ We hold public and private seminars regularly
 - **Some are free to attract new clients**
 - **Some are paid**
- ◆ We hold at different locations around the world to help grow our business internationally



Web Site

- ◆ We have a knowledge-rich site
 - We use an SEO firm to optimize words and do press releases
 - We pay for google adwords
 - Our site is very knowledge rich – over 100 pages



Newsletter

- ◆ We have a complete newsletter with articles, announcements, ads, even a problem solver
 - Once a quarter for 13 consecutive quarters
 - Over 13K subscription
 - A way to reach people regularly since we cannot call everyone



Conclusion

There is no one thing that makes for a marketing program.

Instead, there are many little things that you can do that will help you succeed.

Perhaps the biggest factor is
"The Network You Create"



ALACARTE™

Reliability Engineering Services
HALT and Classical Techniques
"Reliability Integration"™

For more information...

- ◆ **Contact Ops A La Carte** (www.opsalacarte.com)
 - **Mike Silverman**
 - **(408) 472-3889**
 - **mikes@opsalacarte.com**