

Why Hire a Consultant

When the economy is down and recovery is expected to be slow; when business is tight and profits are low, the last thing you need to spend money on is a business consultant, right? Wrong!

When business is slow, you need help diagnosing problems and finding solutions; you need to maximize efficiency, increase sales, improve cash flow and increase profits. You need extra capital. You can't do it all by yourself and your staff may not have the time, expertise or unbiased outlook to help in these areas. An outside opinion from a qualified professional consultant can help you meet these needs while avoiding problems with internal company politics.

A consultant will look at your business and its particular problems, opportunities and challenges with an unbiased, fresh eye. A consultant can supplement the skills of your present staff and management in diagnosing problems and creatively evaluating solutions. Consultants can also help with implementing new systems and training employees.

When business is slow, a professional consultant can be the difference between a "going out of business sale" and "survival". When business is booming, a consultant can be the difference between doing well because everyone is doing well and maximizing your profit and growth potential.

By Dan Lacy