



MILLION DOLLAR CONSULTING BREAKTHROUGH PROGRAM™

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Million Dollar Consulting Breakthrough Program™ is a 12-month mentorship and coaching program for any consultant or senior executive with at least 10 years B2B experience who is building a consulting business targeting corporate clients i.e. companies from \$50M turnover to Global 1000.

Program Objective

We help experienced professionals transform their consulting business from having uncertainty and unreliability in their pipeline, proposition, and processes to building sustainable, super-profitable, and scalable businesses.

Many consultants struggle around consistently growing a highly profitable consulting business. We train and coach you in the mindset, skills, processes, and behaviours in marketing, sales, delivery, and scaling so that you find better, larger, and more profitable engagements and a sustainable business that gives you fulfillment and freedom.

At the end of the program, you will have the roadmap, tools, and resources you need to grow your revenues to One Million Dollars USD and beyond.

Overview

The Million Dollar Consulting Breakthrough Program™ is a comprehensive coaching and business mentorship program that builds your capabilities in marketing, selling, delivery, and scaling your business so that you can confidently build your business to Seven Figures and beyond.

It includes personal development, mentorship, accountability, consultancy, collaboration, and community to help you attract new clients and build a sustainable and super profitable business that inspires you and your clients and gives you more freedom and fulfillment.

In our Program, you will be a part of a community of experienced consultants and senior executives, and world experts in consulting. The team who will be coaching you have not only each built seven, eight and nine figure businesses themselves and coached over two hundred and fifty thousand consultants over 30 years but work as part-time faculty at Oxford and Cambridge University, Harvard Business School, Harvard Law School and London Business School and have access to the latest best practices in consulting, psychology and business.

Stage One: Create Your Pre-Eminence Strategy

In Stage One, we help you develop your Strategy of Pre-eminence and build the fundamentals of a Seven Figure Consulting Business Model.

We examine how to strengthen your proposition and how you can differentiate your firm and your pricing models.

We help you accomplish this through

- A Private Jump Start Call,
- Virtual Training,
- Group Coaching,
- Templates,
- Peer to Peer Coaching, and
- Your Scale to Seven Figures Mastermind.

Why that's important is because, in order to have a breakthrough in profitability, you need to ensure that your target market sees you as a pre-eminent thought leader for their needs.

Stage Two: Develop your Marketing Strategy and Pipeline

In Stage Two, we help you launch your **Authority Marketing Platform™**. This includes your Content and Community Strategy, your Lead Generation & Lead Conversion System and your Visibility Profile System.

This will position yourself as a Thought Leader and Community Builder in your market and generate high-quality prospects who are interested in working with you.

We help you accomplish this through

- Virtual Training,
- Group Coaching,
- Templates,
- Peer to Peer Coaching, and
- Your Scale to Seven Figures Mastermind.

Why that's important is because being seen as a leader in the community with credible, relevant, and original points of view is a key differentiator and commands a price premium. This leads to faster, more frequent and more lucrative engagements.



Stage One Finish Line:

When complete, you will have a powerful Pre-eminence Strategy and a Seven Figure Business Model Roadmap™.

Stage One Prize:

You're confident in your ability as a Consultant and that this model can scale to both Seven Figures in the long run and generate Two Hundred and Fifty Thousand USD in sales in the short term.



Stage Two Finish Line:

You complete your Authority Marketing Platform™.

Stage Two Prize:

You're beginning to generate qualified leads seeking you out for your ability to help them with their objectives.

Stage Three: Master Consultative Selling

We help you transform your mindset and skills to sell and reliably win premium-priced engagements. You will master not only the sales process, but how you demonstrate intellectual and social confidence, differentiate your proposition and negotiate effectively in real-time.

We help you accomplish this through

- Virtual Training,
- Group Coaching,
- Templates,
- Peer to Peer Coaching, and
- Your Scale to Seven Figures Mastermind.

Why that's important is because it's only by mastering the rational, emotional and political aspects of the sales process that you can effectively scale.

Stage Four: Deliver Exceptional Engagements

In Stage Four, we help you deliver exceptional Client Experiences and prove your ability not only to perform at a pre-eminent level in the market but build ongoing relationships with clients, with the case studies and testimonials to back it up.

We help you accomplish this through

- Virtual Training,
- Group Coaching,
- Templates,
- Peer to Peer Coaching, and
- Your Scale to Seven Figures Mastermind.

Why that's important is because it's only by proving your ability to exceed expectations, create follow-on work and deliver tangible, desirable results in your market that you can scale. In addition, your most profitable and fulfilling relationships will be those which are long term, deeply trusting, and reciprocal.



Stage Three Finish Line:

You will have signed in your first of many Premium Clients.

Stage Three Prize:

You have demonstrated tangible sales from Corporate Clients willing to pay a premium for your expertise.



Stage Four Finish Line:

You will have a differentiated Consulting Delivery Approach that will exceed your client expectations.

Stage Four Prize:

Not only will the existing clients be delighted, but you will be able to identify opportunities for developing long-term relationships with each client.

Stage Five: Accelerated Growth

We will help you identify and organize the operational roles, processes, and systems you need to grow. It's only by getting leverage through other people, your premium pricing and business models other than your time for money that you can really scale. This includes building and leading your team, licensing your IP, creating your digital assets, setting up strategic alliances and joint ventures.

We help you accomplish this through

- Virtual Training,
- Group Coaching,
- Templates,
- Peer to Peer Coaching, and
- Your Scale to Seven Figures Mastermind.

Why that's important is because your greatest value will be in focusing on and mastering the areas of highest value, specifically innovation and strategic growth. This will require being disciplined around how best to delegate and automate the rest.

Program Delivery

Million Dollar Consulting Breakthrough Program™ participants have access to skills, accountability, and mentorship in the following ways:

1. Private Jump Start Call

In the first stage, we help you develop your Strategy of Pre-eminence and build the fundamentals of a Seven Figure Consulting Business Model. We examine how to strengthen your proposition and how you can differentiate your firm and your pricing models.

This will be done in our Jump Start Launch Call. This is done live, one on one or in small groups, in your first week.

2. Personal One to One Coaching

Every month, there is a Million Dollar Consulting Breakthrough Program™ one to one coaching where you will review your progress, identify development areas and specifically work on and practice key skills and behaviours that you need to master to accelerate your growth. You will have specific goals and criteria to guide your development.



Stage Five Finish Line:

You will scale your firm to add Two Hundred and Fifty Thousand USD in Sales.

Stage Five Prize:

Not only will you add Two Hundred and Fifty Thousand USD in Sales, but you will be confident you can scale to Seven Figures quickly.

3. Scale to Seven Figures Mastermind™

Twice a month we run our Scale to Seven Figures Mastermind. Here you will join other firm leaders who are working to build their business to seven figures and beyond. You will meet regularly to set goals, help each other, and problem solve. These mastermind meetings are facilitated by Mike Griffiths personally, but are participant-led.

4. Real-Time Feedback

Million Dollar Consulting Breakthrough Program™ participants have access to a special Slack channel that allows you to ask questions immediately when you have them (think Facebook Group that always remembers). Million Dollar Consulting Breakthrough Program™ staff will be available to answer those questions, but in addition, you'll be able to get help from other consultants who may be further along in the program than you. Either way, you'll get the support you need.

5. Peer To Peer Coaching

This is where you will come together to practice and role play key elements of your presentations, offers, and other key sales and marketing strategies. Think of it as a safe place to “sharpen your saw”.

6. Accountability Partner

You'll be paired with your own accountability partner from the program who will set goals with you every week of the program.

You'll both check in with each other every week to stay on track, help each other on your goals each week and accelerate your way through Million Dollar Consulting Breakthrough Program™. This will help keep you motivated and moving forward toward your goals.

Planned Additional Resources

1. Learning Center

Each stage will have live and recorded video units along with assignments. Each assignment takes you one step closer to the completion of your milestone in that stage.

2. Personal One to One Coaching

We are assessing a custom CRM and marketing automation software subscription with enhanced training and support, as well as 10,000 'email sends' a month for 12 months.

This software subscription and associated support plan provides:

- Client Relationship Management (CRM) functionality
- Email Marketing functionality
- Marketing Automation functionality
- Website Building and Hosting functionality
- Booking and Appointment functionality
- Virtual Training Hosting functionality
- Premium Video Training Library
- Support Desk Service