

How long should I use a consultant for?

3 MINUTE READ

As consultants, coaches, trainers, and advisors, we often get asked “If I hire you, how long should I use your company?” That’s always a difficult question to answer because the answer should really be “indefinitely.”

Reality dictates if the consultant or consulting company brings continuous value, meaning you’re getting positive ROI, you would most definitely want to keep them engaged.

Certainly, some consultants are brought into a company for a narrow and specific purpose: such as implementing a new org chart or training a “clerk-of-the-works.” A one-time consultant that comes into your facility to help you organize and lay out your shop or provide you with a legal and appropriate customer contract may indeed be a short-term service. In these situations, they are narrow issues or projects, hopefully solved quickly so the payment stops and the consultant leaves.

With other types of consulting-coaching-training companies, there is an on-going value and continuous need for expert guidance and help. An example of this is hiring a marketing coach: the coach works with the marketer every week, acting as their “sales manager” constantly overseeing the successes (and some failures) and helping to hold the marketer accountable. This is especially true when the typical owners are often consumed with other day-to-day responsibilities and can hardly devote the appropriate time to coaching and guiding and monitoring a sales marketer.

In the case of a marketing coach, sharp in-the-trenches consultants become a never-ending source of great new and valuable marketing ideas and strategies. Further, these coaches are usually working with many other marketers and know exactly what’s working, what needs refined, and what has lost its shine.

I’ve said all that to answer the question “how long should I use a consultant?” The fact remains that there are many consultants and consulting firms that hired and retained for long periods (years) because they continue to bring a positive value and provide a solid guiding hand. It doesn’t make a difference if it’s specifically a marketing coach, a business admin or financial coach, or as every restoration company knows, there are many times to embrace a coach to help the production staff be more efficient, safer, and effective.

From a personal perspective, I have been working with many clients for many years, simply because they know I bring value and positively improve their bottom line. Full transparency: I am the Co-founder of The CREST Network – a membership-based coaching and consulting organization.

By Dick Wagner – national restoration coach.

