

Should I Hire A Consultant? 6 minute read

The short answer is “what are you hoping to get from a consultant?” There are many valid reasons for your company to engage a consultant and business coach. I’ll try to list a few of them here so you have a foundation of what you should be able to reasonably expect from a business coach.

First and foremost, a consulting and coaching group must be “in-the-trenches” every day working within the industry, involved in day-to-day production, administration, financial reviews, and sales and marketing. Don’t fall for the “motivational fist pump” feel-good coach, as that is rarely sustainable.



Since our society has in effect become a new world, and our current culture has so dramatically changed in the past 7 or 8 years, unless the consultant is actively involved in the daily routine and engagement of our industry, they aren’t very qualified to help guide your company. Even today during the “Covid-19” calamity, it takes a consultant swimming with the alligators and sharks to truly be able to guide and coach a restoration or roofing firm.

When hiring a consulting team to help with **Sales & Marketing** staff and strategies, the coach needs to be actively involved in today’s culture, climate, buyer preferences, and short and long-term marketing plans and goals. Ideally, the sales coach should periodically ride along with the marketer to personally experience the real world.

Sadly, most [consulting and coaching](#) companies in the restoration and roofing industry are either failures at previous positions; (those that can, do... and those that can’t, teach), or they’ve been years out of the day-to-day activities that they aren’t able to legitimately relate to today’s world. These self-proclaimed “guru’s” are frauds at worst and very ineffective at best.

Second: your Financial consultant should be intimately involved in the daily challenges and struggles of the contractor. They should have deep experience know how to juggle finances during tough times and proper uses of the money during great times.

Your Financial Consultant should also deeply understand best practices and guide you on those, and never force your company into some pre-determined cookie-cutter strategy that they use for every other client they work with. Too many times, the “guru” provides you with his spreadsheet and insists you use their forms and make your business conform to it. That’s really like trying to pound a square peg into a round hole – it won’t work well!

The Administration consultant must be involved, up to their armpits in the daily workings of administrative realities. This would include front office activities and duties, estimating and invoicing activities, back office bookkeeping and all the inter-related actions that make an office flow efficiently and solidly.



It’s very reasonable to expect your coach or consultant helping you with **Production** challenges, to be involved

everyday in all different types and sizes of losses. From understanding and using equipment, to accurately and thoroughly scoping a loss, to overseeing staff, knowing the safety and legal issues, and helping you ultimately get paid!

We all know consulting and coaching companies that “used to do this or that,” they used to own a company, they previously were carpet cleaners or construction companies, BUT now they are self-proclaimed “experts” or “gurus” making wild promises with dubious claims – most of which they hope you never learn the gaps or holes in their rubber stamp process.

Your consulting organization should be able to demonstrate they are uniquely qualified based at minimum on the above-listed characteristics. Often, consultants turn the “coaching” over to a peer group, relying on them to guide the client. Others spend considerable time creating flyers and brochures, which rarely are effective, but stroke the ego of the contractor. Yet others non-industry staff, most with old-school 1990’s strategies that simply don’t work in 2020 and the decade ahead of us.

Further, it's very reasonable for you to expect your coaching/consulting firm to provide the following:

- Regular “distance learning” Webinars
- Sales Training Videos
- Easy to understand White Papers
- “College-level” Dissertations
- Learning/Reference Docs on many commercial verticals
- Resource links and documents
- A full – downloadable library of End-User Sheets
- Job and Office Forms
- Checklists and Worksheets
- HR Support and Manuals
- Commercial Pre-Disaster Program
- Social Media Strategies
- Quick-reference documents
- Resource Links to other important information
- Up-front pricing clearly stated and transparent*
- ****Almost NO consulting firm provides pricing on their website!***
- Sales & Marketing self-help manuals



When you hire a firm with transparent pricing, advisors that are immersed daily in the industry, and the ability to offer a broad range of services vital to your business, you are much more likely to have a positive ROI. Before you pull the trigger, evaluate all you can about the consultants you might hire. Some will “schmooze and sweet talk” you, others will try to dazzle you with charts and graphs. Caveat Emptor. (Buyer Beware). [For more info about hiring a consultant – click here.](#)

By Dick Wagner, Nationally recognized Sales Coach, Consultant and Speaker
Co-Founder – The CREST Network, LLC Blog owner: AskDickWagner.com