

Who hires consultants?

Read time 3 minutes

Over the years, as a consultant and coach, I've been asked this question many times. The very word "consultant" is often interchanged with coach or advisor (and sometimes even trainer).

There are many different types of companies and people that hire a consultant. Since I consult in the disaster recovery / roofing industry, I'll focus on that area. I'm going to try to answer this question "Who hires consultants" as if we were also considering a coach or a trainer.



Companies that need specific project help, such as on a commercial disaster project, might hire a short-term consultant. When our clients hire a large loss consultant - they are always able to get greater client satisfaction, higher gross dollars invoiced, and a significantly higher profit - all while including their consulting fees on the commercial invoice.

Other companies choose to hire consultants and coaches just like an athlete, who knows **the coach they hire, will:**

- Hold them accountable
- Advise on the right strategies
- Provide targeted training
- Encourage them when needed
- Help them maintain a regimen
- Prepare them for the game
- Prevent mistakes and wasted effort
- Give the guidance

Marketing coaches and consultants do exactly the same for the sales and marketing teams. And, yes, it's an on-going strategy. Administrative consultants (those that are exceptionally good at what they do) will provide excellent support, guidance, advise, structure and recommendations for the business owners and managers.

When you hire a consultant, it should include:

- Collaboration
- Brainstorming
- Organizational Charts and Structure
- Efficiency of Office Paperwork Flow
- Invoicing Strategies
- Help on How To Get Paid

With CREST, our top Administrative consultant is also a 25-year veteran of Wall Street as well as guiding many restoration contractors with their financials for more than a decade. He works closely with owners, bookkeepers and accountants to review, refine and perfect the financial status of companies.

Often, they will:

- ✓ Help you accurately reflect on the past
- ✓ Understand the present
- ✓ Assist to predict the future
- ✓ Help you make informed money decisions
- ✓ Create appropriate financial goals

A financial consultant will help you to understand:

- ✓ Incomes Statements; Revenue – Expenses – P&L
- ✓ Balance Sheet; Assets – Liabilities – Equity
- ✓ Cash Flow Statement and more



It should be noted here that even those business owners who consider themselves “experts” in many of the above-listed areas still hire consultants so there is another set of eyes on these aspects of the business.

Hiring a consultant for your business should be given serious thought, even to the point of interviewing prospective consultants. It is important they bring knowledge, integrity and experience to your company for you to enjoy the best ROI.

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