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# The Institute of Electrical & Electronic Engineers Berkshire Section

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The **P**rofessional **A**ctivities **C**ommittees for **E**ngineers (**PACE**)

Presents

## **LIVE SEMINAR ON CONSULTING**

**SATURDAY, 4 June 2005**

by

**Dr. Gary L. Blank**

Electrical/Electronic Engineering Consultant  
Director, Engineering Update Institute

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The seminar will be at the **CROWNE PLAZA**, 1 West Street, Pittsfield, Massachusetts 01201, from 9 am until 4 pm. Lunch will be provided from 12 to 1 pm.

**Costs:** \$130 for members and \$150 for non-members. **CEUs will be offered for attendance.**  
(Fee will be reduced to member level for a one year IEEE membership at registration, due at registration.)

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### **SEMINAR OUTLINE**

#### **Session 1 - How to Get Started Without Leaving Your Present Job, Keeping Records, & TAXES**

- 1.1 INTRODUCTION to modern consulting and the consulting marketplace.
- 1.2 MYTHS about consulting. Some are true, some are false.
- 1.3 REASONS to become a consultant. How do these reasons influence your success as a consultant?
- 1.4 Critical details and important concerns about GETTING STARTED. What are the steps?
- 1.5 The RECORD-KEEPING procedures used by many consultants FOR TAXES are simple.

#### **Session 2 - HOW TO SET YOUR FEES . . . A FORMULA for fee-setting; Experience Needed**

- 2.1 How do you determine what the FEE is for an assignment? You will be shown a simple FORMULA for calculating the fee to charge a client.
- 2.2 Common question: Do you have the EXPERIENCE to be a consultant? The answer is revealed during the seminar.

#### **Session 3 - HOW TO WIN THE CONTRACT, Step-By-Step, What To Say, What To Do**

- 3.1 The ETHICS of consulting and multicultural diversity awareness. What are they? How you as a consultant handle them professionally.
- 3.2 Why will A CLIENT SEEK YOU? How does a client make a final decision among you, other consultants, and using internal capabilities?
- 3.3. How do you WIN a contract? Follow the steps involved from the first contact, through the interview, the preparation of the proposal, and obtaining the purchase order.

#### **Session 4 - HOW TO FIND CLIENTS**

- 4.1 How do you FIND CLIENTS? You will be shown OVER TWENTY UNIQUE AND PROVEN METHODS OF FINDING CLIENTS, without cold calling or mass mailing.
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For reservations mail, call or E-mail (before 30 May 05): **Rich Kolodziejczyk** at Tel: (413) 655-2623  
63 Plunkett Ave., P.O. BOX 401, Hinsdale, MA 01235 or E-mail: [rkolod@ieee.org](mailto:rkolod@ieee.org)

Name(Print): \_\_\_\_\_ Tel: \_\_\_\_\_ E-mail: \_\_\_\_\_

Member:  Yes  No Number: \_\_\_\_\_