



Come hear Bruce Katcher speak on

## Jump-Starting Your Consulting Business: Lessons from a Seasoned Independent Consultant and Realtor

Monday, April 24, 2017, 5:30 – 8:30 p.m.

Dinner meeting and networking at  
Hilton Garden Inn, 450 Totten Pond Road, Waltham, Mass.  
Cost: \$45 - \$65 – See website for details: [www.spconsultants.org](http://www.spconsultants.org)  
Special offer for first-time attendees: \$45

Every year, lots of talented people who excel in their field of expertise decide to quit the corporate world and set up shop on their own. But then they find that being good at what they do isn't enough. They have to know – or learn – how to run a business. That means developing savvy in areas like sales and marketing. It also means learning to focus their professional efforts.

A longtime consultant himself and a tireless supporter of and mentor to those just starting out, Bruce Katcher is here to help. In this interactive discussion, Bruce will discuss:

- Economic realities of independent consulting
- Lessons from the real estate business
- Choice of the right business model
- Keys to establishing your credibility
- Key to successful marketing
- Proposals that win business
- Keys to selling

You'll come away with some concrete ideas for increasing your sales and creating a sustainable business.

### About Our Speaker:

**Bruce Katcher**, an industrial/organizational psychologist, is a consultant, speaker, and author. He is president of Discovery Surveys, Inc., a management consulting firm that specializes in employee engagement and customer satisfaction surveys. He is also a Realtor on Cape Cod. The American Management Association published two of his books: the award-winning *30 Reasons Employees Hate Their Managers* and *An Insider's Guide to Building a Successful Consulting Practice*.

Bruce is a former president of the Society of Professional Consultants and a frequent presenter at SPC meetings.



## The Society of Professional Consultants

Helping Consultants Develop and Grow Their Businesses  
and Effectively Serve Their Clients

The Society of Professional Consultants is a non-profit, New England-based resource organization for consultants who represent diverse disciplines and work in multiple industries. The Society was established in 1986 by consultants for consultants to create a dynamic peer network. For more information, please visit our website: [www.spconsultants.org](http://www.spconsultants.org)