

PRESS RELEASE

For Immediate Release

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IMC Northern California – Quarterly Meeting

The Institute of Management Consultants, Northern California Chapter

Presents- BREAK THE BAD HABIT OF UN(DER)PAID CONSULTING:

Increase Revenue Without Giving Away Your Ideas & Processes



Chip Doyle, MBA

www.train2improvesales.com

November 14, 2007 - San Ramon, California – The Northern California Chapter of the Institute of Management Consultants (IMC) is holding its quarterly meeting on December 10, 2007 in San Ramon, Ca. The meeting will include a speech from Chip Doyle, trusted

advisor to many companies and coach to hundreds of consultants and professionals. The event is open to all members and non-members of IMC.

Mr. Doyle's presentation, customized specifically for management consultants and other business advisors, will focus on the following:

- A four-step process for consultative business development that does not force a consultant to "give away" knowledge and processes
- Techniques to preserve the integrity and beliefs while selling
- Effective methods to market a consulting practice and manage the expectations of prospective clients
- Immediate action: strategies and techniques that can be deployed in the next 45 days

Chip Doyle opened his own Sandler Sales Institute practice in 2000 after a successful sales career spanning 12 years and 14 countries. He now works primarily with small and medium sized firms in technical or professional markets who want to learn how to practice consultative selling and achieve trusted advisor status. "As we know, most consultants can't or won't sell! They resist it like the plague. Chip is the vaccine for the sales plague. I can't imagine an IMC member or consultant that would not benefit from his presentation!", says Jim Horan — The One Page Business Plan Company.

In addition to the speaking event, the quarterly meeting will include

- An organized networking activity
- Chapter news, announcements, and recognition
- A Consultant Table for members to promote their business and expertise
- A Holiday Canned Food Drive

WHEN: December 10, 2007, 5:00 pm to 8:30 pm

WHERE: Mudd's, San Ramon, CA, 925.837.9387, www.muddsrestaurant.com

COST : Members and affiliates: \$50 At the door \$65

All others: \$65 At the door \$75

TO REGISTER: <http://www.acteva.com/go/imc> or call 800.462.8910 OR
www.imcnorcal.org

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About IMC

The **Institute of Management Consultants** (IMC USA) is the professional association and certifying body dedicated to promoting excellence and ethics in management consulting. Members represent a wide range of consulting disciplines, including business strategy and planning, process improvement, finance and marketing, organizational development and employee training.

Founded in 1968, IMC USA's mission is to provide certification, education, and professional resources to management consultants. IMC USA awards the profession's internationally recognized certification, the Certified Management Consultant (CMC). CMC is acknowledgement of extensive experience, professional competence, and high ethical standards. All IMC USA members pledge adherence to the IMC USA Code of Ethics. The Northern California Chapter is one of 26 US-based chapters of IMC USA, and includes members from the Northern California Bay Area to Sacramento. The chapter provides a venue for professional development and peer networking through regular monthly meetings and events.