

15 questions **YOU MUST ASK** Your Consultant

		<u>TBM</u>	<u>2nd Choice</u>	<u>3rd Choice</u>
1.	How much relevant experience does the consultant have?	Average 20 yrs		
2.	What range of services can they provide?	Audits, Metrics & Reviews Company Events Funding Interim Management International Initiatives Marketing Machines Mentoring & Advice Outsourcing Advice Planning Processes Reports & Research Sales & CRM Strategy Technology Training		
3.	Is the expertise they offer strategically important to you?	Yes		
4.	In which industries do they have domain expertise?	Advertising Consumer Products		

		Credit Risk Distribution & Fulfillment Electronics Fashion IT Services Market Research Outsourcing Software Products Training		
5.	How deep is their functional expertise?	Analytics & Information Management CRM Executive Management Finance HR Information Technology Marketing Product Development Recruiting Sales		
6.	Are they willing to establish metrics to measure their performance?	Yes		
7.	Are they willing to put their money where their mouth is?	Yes		

8.	Can they act as an outside resource and step in to interim positions?	Yes		
9.	Does your consultant use the latest tools and technology?	Yes		
10.	Do they have the ability to tap into resources outside their own area of core expertise?	Yes		
11.	Are the fees and charges clearly stated, so you that you know exactly what you are going to pay?	Yes		
12.	Can they provide a list of assignments carried out and customer references?	Yes		
13.	Were they able to demonstrate their capability to deliver the type of consulting you need?			
14.	Are you able to clearly see how your business will benefit by using the help of this consultant?			
15.	Remember: 'Big is not always best' in the consulting and training business. You are buying an individual's expertise and experience!			

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About TBM

We are an American company focused on business to business consulting, marketing and sales strategy, training and technologies, with partner offices in Europe and Asia. Our aim is to help you solve business and technology problems, grow revenue and increase profits. For more information, visit www.bizaudit.com.