



# How To Find Your Clients & Help Them Find You

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**Professional Statisticians Forum  
June 2014**

# How to find & win clients in each of the 4 Client Types?

# Identify Your Targets With 3 Questions

1. Does your target have a need for a statistician?
  - YES: Critical to their operations
  - YES: Adds Value to their operations
  - NO: Irrelevant to their operations.
2. Is your target aware that they need a statistician?
3. Does your target have an existing statistical capability?

Do they need a statistician?	Are they aware of their need?	Do they have stats expertise?	Client Type
YES Mission Critical	Yes	Yes	Specialist Need
YES Adds Value	Yes	Yes	Existing Capability
YES Adds Value	Yes	No	Conscious of Need
YES Adds Value	No	No	Ignorant of Need

# Specialist Need

- Typical organisations would be
  - Insurance, Market Data Suppliers, Hedge Funds, Drug Companies
- Will only listen to you if you can offer something that will enhance their statistical edge in their market.
- Requires you to be a specialist near the leading edge of statistical thought in their fields to get their attention.
  - Publish articles in relevant journals
  - Run training courses in advanced techniques
  - Network at conferences in latest ideas
- Alternatively be a contractor who can fill in for temporary shortages of staff provided you have the appropriate skills.

# Existing Capability

- Typical organisations would be
  - Manufacturing, engineering, market research, scientific, financial.
  - Tend to see statisticians as nice-to-have who may be able to add-value rather than mission critical.
  - Eternally tempted to believe they can do statistics without statisticians.
- You are in direct competition with their existing capability!
  - Therefore you need to offer a USP (unique selling point) and demonstrate you can add value e.g. 6-Sigma style branding.
  - This applies to those statisticians already employed in those organisations as well.
- Find the decision makers, they don't have to look for you!
  - Network in the relevant industry and/or quasi-statistical groups

# Conscious of Need

- Typical organisations would be
  - Smaller/medium sized companies in field known to use statisticians and statistical methods who are less likely to employ full time statisticians
- They will go looking for statisticians so make sure you are visible to them by
  - Being known to them through appropriate networking and referral marketing.
  - Advertising yourself in both on-line and off-line media.
  - Targeted marketing campaigns including cold calling.
  - Optimise your website rankings in search engines.
  - Respond to their job adverts!

# Ignorant of Need

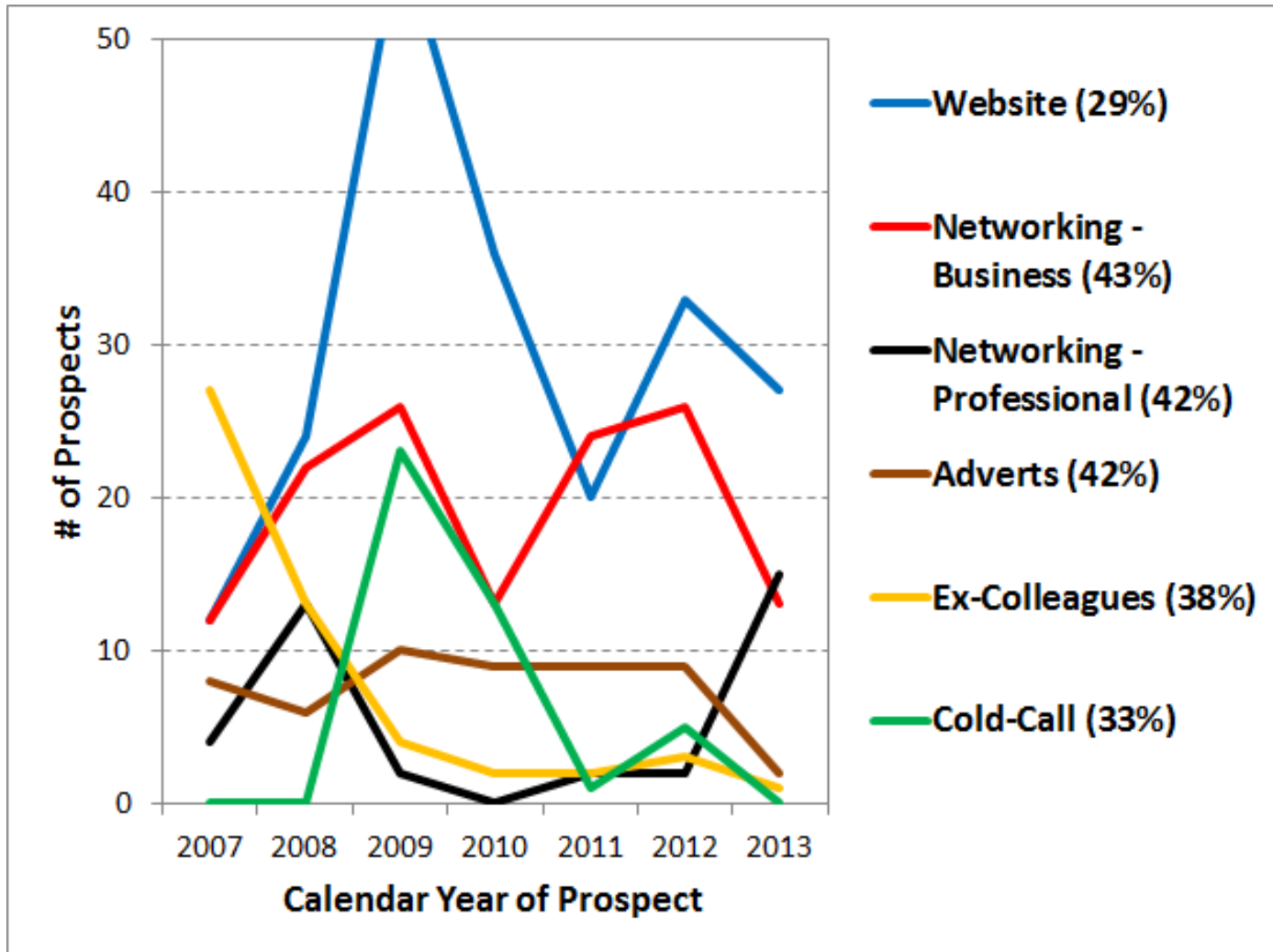
- Typical organisations would be
  - Property sector, management consultants, etc.
  - Basically any organisation that regularly uses data to make decisions but do not use statistical thinking.
- Do not sell statistical services!
  - They won't know what you are talking about.
- Sell products with benefits that can be easily understood.
  - Products will happen to be based on statistical principles but there is no need to tell them that.
  - Learn to talk their language so that you can sell in their language not in the language of statisticians.
- Networking in the relevant industries can work but be prepared for a long hard slog and be creative in your marketing!

**Where do I get my business?**


























# Statistician, Record Thyself!

A prospect is recorded when I start to discuss SPECIFICS with a client. Currently I convert 36% of prospects into contracts which varies by CHANNEL as shown by figures in brackets below.



# Networking & Websites Are My Main Channels

My Web Channels 2006-2014					
Source	%Prospects	Converted	%Income	Last Invoice	
My Website	 56%	 30%	 57%	Jun-14	
RSS Consultants Directory	 18%	 38%	 29%	May-13	
People4Business	 15%	 27%	 14%	Feb-13	
LinkedIn	 3%	 33%	1%	Jul-13	
Others	 7%	0%	0%	n/a	
My Networking Channels 2006-2014					
Source	%Prospects	Converted	%Income	Last Invoice	
Bath Business Club	 62%	 47%	 78%	Jun-14	
Royal Statistical Society	 19%	 43%	 8%	Mar-14	
Jigsaw Consultants	 9%	 28%	 14%	Mar-14	
Others	 9%	 11%	0%	Feb-12	

# Website Includes All Online Profiles

- Your own website [www.marriott-stats.com](http://www.marriott-stats.com)
  - Not difficult to get high google rankings due to scarcity of statisticians provided you know what you are doing.
- [RSS Directory of Consultants](#)
  - See next slide regarding new format.
- [My Profile on People4Business.com](#)
  - Good for contractors, less so for consultants.
  - Also good for getting ideas on what people charge!
  - Many other sites similar to this one.
- LinkedIn Profile [www.linkedin.com/in/nigelmarriottcstat](http://www.linkedin.com/in/nigelmarriottcstat)
  - I have struggled to make this work.
  - Probably better for contractors as LinkedIn is infested with recruitment consultants.

# RSS Directory of Consultants

- Open to Chartered Statisticians only and allows the public to search for a recognised statistician.
  - RSS receive a handful of phone enquiries every week asking for recommendations but staff have to refer to the directory as they cannot be seen to favour any individual.
- I can attribute 8% of all income received to this directory
  - However, most of that came between 2007 & 2010 when the directory was in a different format. On average I had 3 to 4 contracts per year in this period.
  - The current format was implemented in 2011 and has failed. I have averaged 0 to 1 contracts per year since then.
- I am leading a working group to design a replacement.
  - [www.statslife.co.uk/consultants/dir2.html](http://www.statslife.co.uk/consultants/dir2.html) gives an example.
- Your input & feedback is ESSENTIAL as it will be of benefit to you!!
  - My breakout session will give you a chance to influence this.

# What Kind of Network Works For You?

Type of Network	Description	My Examples
Referral	these are often a network of many different types of businesses who seek to give referrals to each other.	Bath Business Club, BNI
Expertise	These are often professional societies who facilitate ways to exchange & improve knowledge about a subject.	Royal Statistical Society, ENBIS,
Industry	These tend to draw in the key players in an industry and can often include the clients that you are targeting.	Market Research Society
Peer	These are networks of like minded people of similar background and can cooperate with each other.	Jigsaw Consultants
Consortium	These are networks that allow independent contractors to act as a virtual organisation. Useful for bidding for large contracts.	Lamberhurst
Alumni	These are networks of people who are former members of some organisation.	Usually schools, universities or companies

## Breakout Session Themes

**“How do clients search for statisticians, especially if they are not statisticians themselves?”**

**“Which websites & networks should statisticians be using to promote themselves & find their clients?”**