

7 P's to Strategic Profits for Tech Consultants

Planning
profits

Ambitions

Financial
modelling

Business
Model

One page
Business
plan

Preeminent
Positioning

Category

Ideal
client
profile

Methodology

Messaging

Packaging

Offers

Value
pricing

Pricing
sensitivity

Recurring
revenue

Prolific
Promotion

Traffic
channels

Universal
Content

Killer
Marketing
Assets

List

Profitable
Conversations

GTM

Sales
conversations

Sales
support

Sales
enablement

Power
Partnering

SaaS
Vendors

Strategic
Partners

Partnerships

Complex
sale

People-Centric
Engine

Culture

Recruitment

Team
tasks

Systems