

## Jerome Consulting

# Competitive Advantages

Qualified management consultants share high integrity, related experience, and essential skills. However, as within any industry, there are some competitors from which to steer away when selecting a strategic business partner. This list of our **competitive advantages** is meant to differentiate Jerome Consulting from those less qualified.

Jerome Consulting	Some Of Our Competitors
1. <b>Customized materials</b> and flexible program delivery options	1. Off-the-shelf programs & firm processes (take what we have)
2. <b>Real-life business/industry-specific</b> examples/applications	2. Abstract examples, academic jargon, and/or silly games & toys
3. <b>Practical tools applied</b> to achieve business results	3. Theories lectured; learners must figure out how to apply them
4. <b>Highly interactive</b> class discussions and hands-on exercises	4. Passive audience to a lecture, video, or book
5. <b>Focus on developing</b> understanding & skills/competencies	5. Raise awareness or impart some knowledge, shy of application
6. <b>International</b> experience, multilingual tools, & cultural focus	6. Local presence with limited multicultural sensitivity/experience
7. <b>Established</b> consulting resource to assist with long-term plans	7. "Part time" consulting while teaching or looking for a job
8. <b>Strategic</b> approaches to complement your values/systems	8. Take what we have, whether or not it fits your needs/systems
9. <b>Proven</b> track record of consistently delivering quality services	9. Less experienced, less focused, and/or less in demand
10. <b>Customer loyalty</b> = Long-term collaborative partnerships	10. Lecturing at short-term events, and/or a history of 1-day stands
11. <b>We are the consultants</b> = Who you meet is who supports you	11. You may get anyone available, & often not the person you met
12. <b>Business leaders</b> w/ diversified corporate/industry experience	12. Circuit speakers and/or teachers with textbook knowledge
13. <b>Cost-effective</b> solutions to achieve targeted goals w/ urgency	13. Looking to extend contract and/or "upsell" unrelated products
14. <b>Specialists</b> in selected topics — our only business	14. Topics are a part of a list of diluted offerings, or this year's fad
15. <b>Drive cultural change</b> through org-wide development efforts	15. A training-only approach, falling short of objectives & potential



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*Providing business leaders  
lasting competitive advantages  
through improved  
team performance*