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# Consulting Relationships - Retainer Model Drives Client Value Proposition



**Global Executive Solutions**  
*Improving your Business is our Business*



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# Retainer Model for Consulting

## Relationships that Create Long-Term Value

Engaging a consultant is a difficult decision for many businesses. The fundamental choice to spend hard fought earnings to bring in outside support needs careful evaluation and understanding of the **value proposition** and the goal of the company bringing on consulting support. Working with a consulting group that is familiar with your company vision, goals, customers, process, and market is critical in finding alignment and filling the gaps that the company's internal resources may not have for specific projects. Gaining an outside perspective on a regular basis is also important to ensure groupthink does not overtake strategy and start sub-optimizing results based on internal biases.

***Developing a clear Value Proposition is critical to aligning resources between Client and Consultant to drive superior engagement results.***

A **Retainer Model** may drive value by establishing a relationship with a consulting group that brings significant experience and understanding of a market segment, operation methods, supply chain, and competitive landscape. Having real-time access to support situations that need evaluation may mean that difference between winning or losing a new program contract, resolving a manufacturing operations issue to meet customer need, or supporting a supplier that is struggling to meet quality or delivery on a real-time basis. The **Retainer Model** offers administrative ease in that once it is set-up, the time-consuming process of scoping a project and having the Supply Chain and Purchasing department seek quotations and qualify potential consultants is eliminated. In addition, many companies have a cumbersome purchasing process that takes time for purchase requisition development, review, and approval to get the purchase order placed. This may take weeks, or in some instances over a month. That may be critical time lost to the need that drove the desire to bring on the consultant. Another benefit of retainer model that it gives both party the ability to formulate a working relationship without the pressure of time bound deliverables which may circumvent buy-in time and ability to sustain progress.

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## The Opportunity – Find Your Blind Spots



We all have blind spots as individuals. Many times, organizations have blind spots as well. Their leadership and other teams begin to see the same data, scenarios, issues, customers, and competitors, in the same way and may lose perspective on a different viewpoint. They may also solve operational, program, or supply chain problems in the same way they have in the past, even when a new or more innovative, effective method or process may be available. The issue of being around the same team for long periods leads to the same solutions and does not generate a new perspective that may create a win, a new solution, or a breakthrough. More dangerously, sub-standard performance and business exceptions become the acceptable norm.

Utilizing a consulting group with significant experience and understanding of the full market and the breadth of seeing other operations and methods, a company can strategically develop a better view. Utilizing a **Retainer Model**, it is as easy as picking up the phone and requesting immediate help for the issue, or just as a sounding board for ideas. Additionally, consulting groups like **Global Executive Solutions (G-E-S)** have significant resources available to research issues or provide Subject Matter Experts (SME) to immediately jump in to resolve an emergent issue, provide strategic input, quickly research new business opportunities, do “black hat” reviews of the competitive landscape, infuse objectivity into internal Red Teams, and much more. The consultant can bring a fresh perspective and **utilizing the Retainer Model, do it in a near real time manner.**

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## The Retainer Model – Relationship = Value



The real **value in the Retainer Model is the relationship** – this model gives the Client a consistent and trusted partner to reach out to on a real-time basis for a wide variety of subjects and issues to get help or a different perspective, to drive better operating results. This relationship enables the Client to develop real long-term value that will greatly enhance the results of the company beyond any single project. The value proposition includes:

- Regular audits and reviews to identify areas for improvement (i.e. blind spots)
- Rapid deployment of support when needed for emergent issues
- Wide variety of SME's bringing significant expertise and current best practices
- On-call availability of Lead Consultant POC for any needs
- Eliminate recurring purchasing costs to engage consulting activity
- Knowledgeable team that understands company and markets

An additional **key benefit to utilizing the Retainer Model** – as the relationship grows the information flow is a two-way street. The consulting partner is able to reach out to the company when they see opportunity that may not be on the radar of the company, not

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just wait for a request from the company. That could be a program in a parallel market, a new supplier opportunity, new methods to improve process, or a host of other possibilities. This benefit only comes with that **Retainer Model relationship** where the client company and the consulting group are business partners and maintain an ongoing relationship. That partnership enables the shared commitment to find opportunities and improvements and creates the long-term value proposition to the client company.

## Summary

No matter the business relationship, the value generated needs to exceed the investment and create opportunity for the client/customer. Utilizing the **Retainer Model is a win-win** for both the Client Company and the Consulting Group as it leverages the ability to develop a long-term relationship where the **Consultant becomes an outside advocate** and provides vision to help eliminate the Client's blind spots. Also, it provides real-time access to the Consultant and access to significant SME resources to help resolve emerging issues or opportunities.

***Global Executive Solutions (GES) is a Consulting Group specializing in defense and aerospace that has access to over 150 SME's to support your business in by partnering to improve your service to customers and bottom-line results. With a Leadership Team with over 125 years of experience in all aspects of the aerospace and defense sector, GES is affiliated with USC Consulting, a consulting group with a 50-year track record of success in Supply Chain, Logistics and Operations consulting.***