



## Synorbis Consultant Exchange Overview and Benefits

### *What is the Synorbis Consultant Exchange?*

The Synorbis Consultant Exchange is an on-line clearinghouse for high tech consultants. The Consultant Exchange helps you get started in consulting and then continues to provide you with valuable services and benefits that help you manage your consulting business. The Consultant Exchange:

- ❖ Provides access to leads
- ❖ Promotes collaboration among consultants
- ❖ Expands access to consulting resources
- ❖ Enables convenient access to consulting-related services and content as well as health care and lifestyle benefits

### *Why should I join the Consultant Exchange?*

Whether you are just considering consulting as a way to generate income in the short term or are committed to consulting as a career, your success is tied to finding solutions that:

- ❖ Increase your visibility to leads and business opportunities
- ❖ Help you network with, and tap into the expertise and knowledge of, other consultants
- ❖ Enable you to differentiate yourself in the marketplace, make it easier for a client to select you and continuously increase your value to a client
- ❖ Lower the cost of doing business as well as lower the cost of health benefits and lifestyle-related services

In addition, you need to maximize your productivity in order to effectively market yourself, deliver services to clients and manage your business...all at the same time! The Consultant Exchange helps you address your consulting challenges regardless of where you are in your consulting endeavors by blending the best attributes of a number of paid services and making them all available through a single, convenient and easy to use source.

The bottom line is that your return on investment comes from a variety sources. Putting a dollar figure on the ability to network with other consultants and the potential productivity gain you may get from using the Exchange is difficult to do. Also, it is difficult to quantify revenue potential up-front and we can't guarantee that you'll get leads. But the potential benefits are there. Finally, taking advantage of the discounted services on the Exchange is likely to save you more than what you will have paid to join.\*

\*Based on an average long distance bill of \$250 per month, the purchase of one contract/legal document kit and 7 nights hotel/7 days car rental over a 12 month period where services are accessed through the Exchange, your savings could add up to over \$250 per year.

## ***What are the benefits of joining the Consultant Exchange?***

The Consultant Exchange provides benefits to members in a number of areas important to high tech consultants. Each category of services is designed to help you start, grow and/or manage your consulting business by helping you: (i) increase your access to consulting opportunities; (ii) increase your productivity; (iii) improve your ability to market yourself; and (iv) reduce costs.

### **Lead Generation**

Synorbis, through its direct sales channels, partners and other marketing initiatives, promotes the Synorbis Consultant Exchange to businesses and other consultants as a fast, cost-effective way to access consulting resources. In addition, Synorbis Professionals<sup>SM</sup> and Synorbis Fellows<sup>SM</sup>, in search of additional support and expertise, provide leads via the Consultant Exchange. As a result, telecommunications and IT consulting leads are continually identified and delivered through the Exchange. These leads are delivered to you via Opportunity Alerts that conveniently arrive in your inbox with all the information you need to evaluate the lead. You respond to, or follow up on, only those Opportunity Alerts in which you are interested.

### **Collaboration Opportunities**

The Consultant Exchange helps you expand your access to other consultants in order to increase your resource base as well as your ability to tap into the collective knowledge and experience of other consultants.

### **Consultant Certification**

Whether you are just starting out or you are a successful consultant, your ability to stand out and be noticed is critical. That extra five minutes with the prospective client may be the difference between generating revenue and just providing a proposal. The Consultant Certification gives you that extra something many other consultants don't have: a tangible way for you to address typical challenges that businesses face in qualifying and hiring consultants. The marketing and promotional material provided to you helps you quickly and effectively promote the client benefits of utilizing a Certified Consultant.

The Consultant Certification is a rigorous process that focuses on qualifying your experience, capabilities, skill sets and professionalism. By passing the certification, you are designated as a Synorbis Fellow<sup>SM</sup> and enjoy the unique benefits associated with being recognized as an exceptional consultant.

### **Business Services**

Your ability to manage your consulting business is critical. This means saving money where you can while saving yourself time and effort so that you can focus on the really important aspects of your business and life. The Exchange's Business Services help you accomplish this. The Consultant Exchange provides convenient access to a variety of discounted and convenience services and more are added regularly.

### **Health and Lifestyle Benefits**

Health care issues are likely near the top of your key issues list. Rates for individual health care coverage continue to increase and your "out-of-pocket" expenses may also be going up. This puts additional financial pressure on your consulting business. Synorbis' Health and Lifestyle Benefits are designed to help you take advantage of services that save you money on health related services as well as services/products that help you enhance your lifestyle.

### **Content and Professional Development**

Your access to consulting, marketing and technology content as well as services that help you continuously update your skills and knowledge are important to maximizing your value to a client. Through the Consultant Exchange, you have access to the Consultant Resource Library, the "Consultant Exchange" Quarterly Newsletter and Member Alerts.

## ***What does it take to join the Consultant Exchange?***

The Consultant Exchange is open to all consultants. Enrolling in the Synorbis Consultant Exchange is simple and only takes a short amount of time. Once you have completed the three-step, on-line enrollment process, you will be registered as a Synorbis Professional<sup>SM</sup> and you will be able to log into the Consultant Exchange in order to take immediate advantage of its benefits and services.

To enroll, go to [www.synorbis.com/enrollment\\_overview.asp](http://www.synorbis.com/enrollment_overview.asp). The membership fee to join the Synorbis Consultant Exchange is only \$49.99 per quarter. [Go to the enrollment link now to check for any promotional offers.](#)

Experienced consultants who have five or more years experience as a high tech consultant, ten or more years in the high tech industry and at least a Master's degree\* are eligible to enroll in the Synorbis Consultant Exchange directly as a Synorbis Fellow<sup>SM</sup>. A Synorbis Fellow<sup>SM</sup> receives special pricing and benefits. Send an email to [FellowsAdmin@synorbis.com](mailto:FellowsAdmin@synorbis.com) to learn more.

\*Certain enrollment requirements may be waived for exceptional applicants after review by the Certification Committee.

If you are small consulting firm looking to enroll more than one consultant, Synorbis offers discounted enrollment fees. Send an email to [MemberDirector@synorbis.com](mailto:MemberDirector@synorbis.com) to learn more.

## ***What happens once my initial term expires?***

Whenever you log into the Consultant Exchange, the Consultant Exchange Home Page will display the number of days left in your membership. You can easily re-enroll by clicking on the link located on the Home Page. If your membership expires and you try to log in, you will receive a message indicating that you need to re-enroll. A convenient link is available to you so that you can quickly re-enroll and continue benefiting from the Consultant Exchange.

## ***Where do I go from here?***

If you want to learn more, just go to [www.synorbis.com](http://www.synorbis.com). To enroll now, go to [www.synorbis.com/enrollment\\_overview.asp](http://www.synorbis.com/enrollment_overview.asp). If you have any questions, please contact us by sending an email to [MemberDirector@synorbis.com](mailto:MemberDirector@synorbis.com).

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***“The on-line clearinghouse for both new and experienced high tech consultants”***

- ❖ **Lead Generation and Business Opportunities**
- ❖ **Networking and Collaboration**
- ❖ **Consultant Certification**
- ❖ **Business and Health Benefits**
- ❖ **And more....**

***“Developed by Consultants for Consultants”***

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Synorbis, Inc. is a privately held Georgia corporation located in Atlanta. Our mission is to deliver innovative services to high tech consultants that provide real value in terms of revenue potential, cost savings and increased productivity.

To achieve this, Synorbis has developed, manages and markets the Synorbis Consultant Exchange. We actively expand the scope and value of the Consultant Exchange by:

- ❖ Marketing the benefits of tapping into the Consultant Exchange as a faster, more effective way of finding and hiring consultants.
- ❖ Developing relationships with 3<sup>rd</sup> party sources of services, content and resources that leverage the collective “buying power” of the Consultant Exchange to drive discounts and unique benefits.
- ❖ Designing and implementing services and tools that increase the convenience of using the Consultant Exchange.

The Consultant Certification was created, and is managed, by the Certification Committee under the direction of the Certification Committee Chairman. The Certification Committee is comprised of top-level executives and academic leaders from some of the world’s most respected companies and institutions. In addition to their respective industry and educational backgrounds, each has provided consulting services themselves or utilized consulting services directly.