

Hiring consultants can help your business, too

"Organizations or individuals typically hire consultants when they cannot do a job themselves or when it is not in their best interest to do it themselves."

Jeffrey Lant, recognized by the Associated Press as one of the top consultants in the country, claims there are several common reasons consultants are hired to work with a new or existing business.

According to Lant, a business can save a tremendous amount of money by hiring consultants. "A seasonal or contract-oriented business doesn't need a full-time consultant working in-house — especially when that requires paying both a salary and an


additional percentage in benefits."

HIRING CONSULTANTS is a way to acquire new talent on a regular basis. Lant also claims that in specific areas, consultants provide objectively because he or she does not have a vested interest in any one plan.

John Henke, of the Birmingham-based Planning Perspectives, agrees with Lant. "By being objective, consultants are also able to see what key problems or opportunities exist that insiders might ignore or miss altogether."

Lant adds that consultants are often hired to act as a catalyst or

focus: small business



Mary DiPaolo

teacher to management and staff personnel. "Consultants know how to initiate change. They can overcome the inertia typically found in structured organizations."

THEY MAY also teach their skills to a client and teach employees how

to apply new technologies or how to operate in a changing organizational structure."

On the flip side, many consultants are hired solely to act as political hatchmen. "Consultants are often asked to do work that nobody else wants to do," Lant said, "such as fir-

ing top management or eliminating divisions in a company. If changes are occurring that will not be well received, a consultant can implement them and disappear."

As Samuel Johnson once said, "The next best thing to knowing something is knowing where to find it."

THE PROCESS of finding the right consultant begins by identifying what type of assistance is needed, when it is needed, for what length of time, and the funds to be spent for consulting services.

Generally speaking, consultants charge anywhere from \$25 per hour

up to \$5,000 per day. Locating potential consulting candidates should be based on the recommendations of others to include business associates, chambers of commerce, industry associations, other consultants and clients.

Next week, we will discuss the skills required for individuals interested in consulting as a career option.

Mary DiPaolo is the owner of *Market Trends*, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Focus: The Small Business Environment."

datebook

- **HIRING** Thursday, March 17 — "Hiring and Managing People" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.
- **RUN A BUSINESS** Thursdays, March 17 through April 22 — "How to Run a Successful Small Business" begins at 7 p.m. in Royal Oak. Fee: \$375. Information: 542-4220. Sponsor: Small Business Management Schools.
- **MANAGE FOR PROFIT** Thursdays, March 17 through April 22 — "Managing for Profit" begins at 7 p.m. in Royal Oak. Fee: \$355. Information: 542-4220. Sponsor: Small Business Management Schools.
- **CAREERS IN TRANSITION** Saturday, March 19 — "Careers in Transition" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.
- **MONEY MANAGEMENT** Saturday, March 19 — Money management and tax reform seminar begins at 1:45 p.m. in Southfield. Information: Robert DeSager, 827-1230. Sponsor: IDS/American Express.
- **BUILDERS ASSOCIATION** Monday, March 21 — Builders Association of Southeastern Michigan meets. Information: Irvin Yackness, 737-4477.

- **LEGAL ASSISTANT** Monday, March 21 — Free informational panel on legal assistant career offered 7:30-9 p.m. in Rochester. Information: 370-3120. Sponsor: Oakland University.
- **MONEY MANAGEMENT** Monday, March 21 — Money management and tax reform seminar begins at 7:30 p.m. in Southfield. Information: Robert DeSager, 827-1230. Sponsor: IDS/American Express.
- **WOMAN'S IMAGE** Monday, March 21 — A woman's image and appearance for business will be discussed noon to 1 p.m. in Detroit. Fee: \$4. Information: Julie Pompa, 567-2300.
- **PARALEGAL CAREERS** Monday, March 21 — Free paralegal career night 7-9 p.m. in Rochester. Information: Nadine Jakobowski, 370-3120. Sponsor: Oakland University.
- **LEGAL FORMS OF BUSINESS?** Monday, March 21 — "Legal Forms of Business" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.
- **BUSINESS INSURANCE** Monday, March 21 — "Insurance for Small Business" offered 7-9 p.m. in Troy. Fee: \$25. Information: 649-8646. Sponsor: Start A Business Store.
- **CASH FLOW** Tuesday, March 22 — "Cash Flow Planning for the Small Business" offered 6:30-8:30 p.m. in Detroit. Fee: \$20. Information: 577-4850. Sponsors: Detroit Economic Growth Corporation, Wayne State University.
- **CLOSELY HELD BUSINESSES** Tuesday, March 22 — "Buying and Selling Closely Held Businesses"

- offered 8:30 a.m. to 5 p.m. in Troy. Fee: \$100. Information: 446-7282. Sponsor: Coopers & Lybrand.
- **ACCOUNTING ASSISTANT** Tuesday, March 22 — Free job opportunity seminar on accounting assistant career offered 7:30-8:30 p.m. in Rochester. Information: 370-3120. Sponsor: Oakland University.
- **ISRAEL CHAMBER** Tuesday, March 22 — American-Israel Chamber of Commerce of Michigan meets in Southfield. Information: 661-1948.
- **APPRAISERS MEET** Tuesday, March 22 — American Society of Appraisers meets in Bloomfield Hills. Information: Kathy Southern, 625-2774.
- **ACCOUNTING CAREERS** Tuesday, March 22 — Free accounting assistant career night begins at 7:30 p.m. in Rochester. Information: Nadine Jakobowski, 370-3120. Sponsor: Oakland University.



BASKIN-ROBBINS ICE CREAM

Company-Owned Store Available

42969 West 7 Mile Northville, MI 48167

A company-owned store, currently operated by Baskin-Robbins, now available for franchising. This could be the future you've been saving for.

We'll teach you everything you need to know about store operation at our National Training Center.

Every month you'll receive new, lively point-of-sale pieces to help you build sales.

Financing available for approved candidates.

For further information please contact:

Baskin-Robbins USA, Co.
1501 LBJ Freeway, Suite 490, LB104
Dallas, Texas 75234
(214) 243-2502

Remodeling in Oakland County Since 1965




bob stern BUILDING COMPANY

ADDITIONS • KITCHENS • BATHS
6190 Dunmore • West Bloomfield • 855-3800

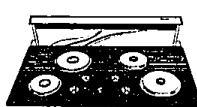
Add Up the Features + \$\$\$
Add Up the Benefits + \$\$\$
Now, Subtract up to — \$500!

Save up to **\$500** on top quality, high performance. Thermador kitchen appliance packages!*




MS21

- Micro/Conventional upper oven
- Built-in broil, microwave, microwave & microwave broil in upper oven
- Conventional lower oven




Europa Cook 'n' Vent

- Hoodless venting removes smoke and odors
- Superior heat distribution & easy cleaning solid element burners
- Subtle persimmon on durable black glass



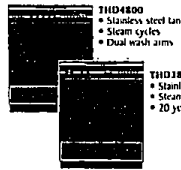
MC2155

- Convection cooking for golden brown results
- Microwaves for fast cooking
- Together to bake or broil!



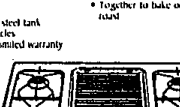
MSC39

- Venti made or outside
- Self-cleaning
- Temp/Atic probe for waffle rounding



THD4800

- Stainless steel tank
- Steam cycles
- Dual wash arms



THD3800

- Stainless steel tank
- Steam cycles
- 20 year limited warranty

SAVINGS on Thermador Up to \$500*

*See the **Thermador** dealer nearest you today for program details!

ANN ARBOR
Home Appliance Mart

AUBURN HILLS
DeGullo Industries

BIRMINGHAM
Crump TV & Appliance

BIRMINGHAM
Berkertmann Kitchens

Bloomfield Custom Kitchens
Gencon, Inc.

Hawthorne Home Appliances
International Radio & Appliance

Kitchen by Jensen
Kitchens by Jensen

St. Charles Kitchens

BRIGHTON
World Wide TV & Appliance

CLEVELAND
Chelton Lumber Co.

CLARKSTON
Solley's

DEARBORN
Allied Cabinets
DeGullo Industries

DETROIT
Futura Custom Kitchens
Northwest Industries

DRAYTON PLAINS
Danny Paris Appliance

FARMINGTON
Automatic/20th Century Appl.

INDEN
World Wide TV & Appliance

FARMINGTON HILLS
Artistic Kitchens
Unique Cabinetry & Modernization

FERRANDALE
Wilbeck Household Appliance

FRANKLIN
Esanti Custom Kitchens

IRVING
Audio Woodworking

GROSSE POINTE WOODS
Baker Concepts
Customcraft

MUSKIEGON
Mulschler Kitchens

HOWELL
Erasive Kitchens

LATHRUP VILLAGE
Allied Cabinets

LINCOLN PARK
Unique Kitchens

LINDEN
Inden Sash & Door

LIVONIA
Farmington Cabinets
Kitchens Plus

NOVI
Manfield Cabinets
Northwest Industries

POMT HURON
Cabinet Land

REDFORD
Kitchen Kraft

ROCHESTER
Crump TV & Appliance

ROYAL OAK
Royal Oak Kitchens

ST. CLAIR SHORES
H. L. Jones Bldg.
Woodmaster Kitchens

UTICA
Cabinet Center, Inc.
Denny Park Appliance


WALLED LAKE
Newmyer Builders

WOODRIDGE
Grab's Kitchens & Bath

WYANDOTT
Westgate Appliance

FREE TAX SEMINAR
MARCH 22
Ask about it!

A tax break for everyone!



Everyone with earned income can still have an IRA and get tax-deferred earnings. And most people can still deduct, depending on pension coverage and income.

Fidelity IRA Flexibility.
Get an IRA that gives you more than 30 mutual fund choices, with objectives ranging from preservation of capital to long-term growth. Or trade individual stocks or bonds in your IRA and save up to 76% in commissions compared to full-cost brokers. You can even get American Eagle gold coins for your IRA.

The Fidelity Advantage.
Benefit from professional management, 24-hour service, easy telephone exchanges, and face-to-face investment help.

Free IRA fact kit.
Get everything to start, transfer or rollover to a Fidelity IRA. All in one convenient visit.

Bring this coupon to the Fidelity Investor Center and pick up your FREE Tax Deductions File, and get all the information you need to plan your investment portfolio.

Name _____


Address _____

City _____ State _____ Zip _____

Daytime phone () _____

Call toll-free, 24 hours 1-800-544-4747

Fidelity Investor Center
First Center Office Plaza
24955 Northwestern Hwy.
Southfield, MI 48034



CODE: OMS/SOUT/03/88
Fidelity Distributors Corporation (General Distribution Agent), Fidelity Brokerage Services, Inc., Member NYSE, SIPC