CONSULTING SERVICES BUSINCES MATURITY DIAGNOSTIC

October 11, 2025

www.veloquentconsulting.com

Prepared exclusively for:

{{ user\_information.company }}

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| A group of people working on a project  AI-generated content may be incorrect. |

# Welcome!

{{ user\_information.first\_name }} - thank you for taking the time to complete the Veloquent Consulting Maturity Diagnostic and to explore Veloquent’s offerings. Enclosed are your personalized diagnostic results and recommendations based on your specific responses.

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| **‘Meta Assessment’**  This diagnostic was created using the same platform, structure, and principles it is designed to evaluate. In other words, the Veloquent diagnostic tool demonstrates its value by example, an example tailored for you.  This meta-assessment uses Veloquent IP, open-source tools, plus the OpenAI API to collect responses, apply structured logic, generate tailored insights and recommendations – just as it would for your business and your unique offerings and capabilities. By using the tool, you’re not only receiving an evaluation, but you’re also seeing firsthand how a guided, data driven, AI -augments diagnostic can be packaged into a high impact selling tool for client and prospects. |  | **Shared Insights**  Throughout this document you’ll find shaded text boxes like this one. These boxes are meant to speak directly to you as a leader, a consulting expert, or a seller of professional services. The content is meant to share lessons learned and insights on how to apply Veloquent’s diagnostic to your own business. Veloquent understands clients increasingly expect structure, insight, and direction from their most trusted services providers. By aligning assessment questions to real capabilities and surfacing meaningful gaps, the Veloquent assessment (along with your expertise) can build both trust and sales urgency with your prospects. Veloquent helps consulting firms turn their expertise into diagnostic tools like the one you experienced; tools that create credibility, guide strategic conversations and convert insight into action. |

# Executive Summary

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{{ executive\_summary }}

# Diagnostic Approach & Overview

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| This diagnostic assessment is designed specifically for consulting firms aiming to improve their go-to-market performance, service packaging, and client retention strategies.  The assessment asked you to reflect on 25 statements across 5 core areas essential to running a successful consulting business. The categories included:  **Positioning & Differentiation** – How clearly you stand out in the market and articulate your value  **Service Offering & Value Design** – How your offerings are structured, priced, and aligned with client needs.  **Client Growth & Demand Generation** – Your firm’s ability to turn satisfied clients into advocates and repeat business.  **Delivery & Client Experience** – The quality, consistency, and scalability of your project execution  **Retention, Referrals, Relationship Growth** – Whether you have a consistent, repeatable approach to business development. | A group of people working on a project  AI-generated content may be incorrect. | |
| **Scoring**  Each question was scored on a scale of 0 (*ad hoc*) to 4 (*scalable best practices*). However, the real power of this tool isn’t the scores, it’s what they reveal:   * Where you’re strong * Where you’re potentially leaving money on the table * …and what specific next steps you can take to unlock your full potential | |
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| **ASK THE RIGHT QUESTIONS**  Questions with solid fillGreat questions don’t just gather data; they frame worthwhile conversation. A good diagnostic maps directly to the capabilities that matter most to your prospects and customers, making gaps obvious and next steps actionable.  For Executive teams, great questions build alignment. For prospective buyers – they build trust.  Veloquent designs and implements assessments that are not only diagnostic, but strategic. These tools help drive meaningful conversation, insight, and sales momentum. With Veloquent, you’re not just asking questions, you’re opening doors to meaningful engagement. |

# Strategic Insights and Analysis

A hand holding a glass ball

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{{ contradictions\_insights }}

# Challenge Questions

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| A person from a cliff  AI-generated content may be incorrect. |

{{ challenge\_questions }}

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| **Leverage GenAI to foster meaningful Post Diagnostic Engagement**  This section is an example of how AI can help put you right in the center of a meaningful post diagnostic workshop. Use the diagnostic results, and these self-reflection questions to help to highlight improvement challenges, friction points and position yourself as a leader and invaluable resource to your prospect. |

# Response Analysis and Recommended Actions

**Summary of Scores / Comparison to Industry Norms**

{% if radar\_plot %}

{{ radar\_plot.show(width="5in") }}

{% else %}

Radar Chart: Data not available

{% endif %}

{% if lollipop\_plot %}

{{ lollipop\_plot.show(width="6in") }}

{% else %}

Lollipop Plot: Data not available

{% endif %}

**Detailed Response Analysis**

This section recaps all the diagnostic questions, your response, and the recommended next best action to improve your maturity.

{%p for i in range(question\_prompts|length) %}

**Question / Assessment Statement {{ i + 1 }}:**

*{{ question\_prompts[i] }}*

**Your response:**

{{ answers[i] if i < answers|length else 'No answer' }}

{% set lvl = (answer\_levels[i] if i < answer\_levels|length else -1) -%}

{% if lvl == 4 -%}

*You've reached the highest maturity level in this area. Focus on maintaining excellence.*

{% else %} **Recommended ‘Next Best Action’:**

{{ improvement\_matrix[i][lvl] if 0 <= lvl < (improvement\_matrix[i]|length) else '' }}

{% endif %}

{%p endfor %}

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| **Automate Visualizations and Recommendations**  **Visualizations**  As part of this demo diagnostic, we’ve included two common diagnostic visualizations, the radar plot (or spider diagram) and the lollipop plot. Note that the lollipop plot compares the user response to “industry norms”. The industry norm is included to give the user a sense of what other typically answer. This value is established by you in advance of the diagnostic to communicate your value norms.  Note additional charts can be added by Veloquent consultants, or by your own technical experts using python libraries.  **Next Best Action**  Although genAI is incredibly powerful, AI will never replicate the personal experiences, industry context and value that sets you apart from your competitors. These experiences are your competitive advantage and are what enables you to win. Consequently, we’ve chosen to implement “next best action” recommendations from a prepopulated library we co-develop (or simply curate) with you. This approach ensures you’re 100% confident in the recommendations you provide and lets you highlight your unique experiences and insights for your prospects. For a more verbose response, the “next best action” can be enhanced using genAI so that a simple comment like “Train your team and update materials to reflect your niche” can be a used as the basis for a prompt to provide more on the “how”. Conversely, you may choose to skip this approach in favor of answering the “how” in a face to face follow-up with your prospect. |

# Recommended Services

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| A person standing in front of a window  AI-generated content may be incorrect. |

Veloquent has a diverse set of capabilities and relevant experiences we believe would be valuable to {{ user\_information.company }} Based on your responses to the diagnostic, our understanding of your priorities ( {% if selected\_pain\_points\_details and selected\_pain\_points\_details|length > 0 %}

{% for pain\_point in selected\_pain\_points\_details %}

{{ pain\_point['title'] }}

{% endfor %}

{% endif %}

), and your current business environment, we believe the following Veloquent offerings would produce tangible business value:

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| {{ recommended\_services }} |

# Details of Top 3 Recommended Offerings

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| **A Note About Top 3 Offerings**  The next section includes the top 3, most impactful Veloquent Offerings based on your specific diagnostic responses and the prioritized industry pain points you selected. The selection of the best offerings is made using ai. Obviously, the number of offerings could be increased, or reduced to a simple text paragraph rather than a visual “insert”. Inclusion of “must sell” offerings is simple. We’d make them part of the output template, so they are included every time, for every response.  For this demo diagnostic, there are total of 8 Veloquent offerings. For reference, the remaining 5 “non-top 3” are included in the Appendix of this document. |

**{# Top 3 offerings images #}**

**{% if top\_three\_dafiles %}**

**{% for img in top\_three\_dafiles %}**

**{{ img.show(width="6.5in") }}{% if not loop.last %} {% endif %}**

**{% endfor %}**

**{% elif offering\_document\_files\_list %}**

**{% for img in offering\_document\_files\_list[:3] %}**

**{{ img.show(width="6.5in") }}{% if not loop.last %} {% endif %}**

**{% endfor %}**

**{% endif %}**

# About Us

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| A person in a suit with his arms crossed  AI-generated content may be incorrect. | **Veloquent Consulting** helps small and mid-sized consulting firms or complex-solution providers win more of the right business, not just deliver great work.  Founded in 2025 by Elvis Burcul, an experienced software and consulting services seller, technology leader, and consultant who’s spent years pursuing, winning, and delivering complex projects, proposals, while maintaining client relationships.  We help firms sharpen their positioning, design and deliver diagnostic assessments that foster meaningful conversation, generate demand, and package their expertise into clear, outcome-based offers. |

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| **Why Diagnostics Work (And Why You Should Use One)**  As a consulting firm or provider of complex solutions, your biggest advantage is the clarity and confidence you provide to your clients. But too often, firms leave their own growth to chance-relying on word of mouth, intuition, and project-by-project hustle.  This assessment flips the script:  It brings the same structure, insight, and objectivity you offer your clients— back into your own firm.  Even more importantly: you can use this exact approach with your own clients.  Imagine having your own assessment that helps you:   * ﻿﻿Diagnose a client's pain in a credible, repeatable way * ﻿﻿Deliver value before the sale - position yourself as a partner, not a vendor * ﻿﻿Use the output to create a natural bridge to paid services * ﻿﻿And, differentiate your firm with a proprietary diagnostic   With the right structure, design, and integration, an assessment can become a lead generator, a conversation starter, a sales accelerator, and a productized entry point into your deeper work. |

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| **Under the Covers: How it all works**  If you’re interested in learning more about the mechanics of the diagnostic and its deployment – lets connect to discuss details!  In short, the diagnostic is built using open-source tools and the paid (but incredibly cheap) OpenAI API for automated creation of content. The AI token cost for this report is ~ 1 to 2 cents. If you haven’t explored how AI can be applied to your business, implementing this diagnostic is an excellent stepping stone!  Veloquent’s engagement model can best be described as an advisory model supported by the technology (i.e. the platform). From an implementation perspective there three critical tasks.   * **Understanding your offerings**, how your offerings and capabilities solve your prospects problems. (You likely already have some of this content – lets leverage what you already have. If you don’t have it, this is a great catalyst to build it, let me facilitate a workshop to help create this mapping, it will have applicability in all your sales and marketing efforts). * **Creating the diagnostic** to ensure complete control of the questions, responses, recommended actions (i.e. the 25 questions you answered) the interview questions are prebuilt in a .csv (Excel) file. If required, use Copilot or ChatGPT for brainstorming to help build the questions but during runtime only prebuilt questions are asked but the Help file is dynamic and uses and uses AI to give the user feedback. I’m a proponent of using a formal, repeatable structure with your prospects. It will give you a great set of data to perform analytics in the future and is fundamental to being able to know and quantify your firm’s value to prospects. * **Technical implementation**. I’ve worked hard to make as much of the functionality as possible driven by simple .csv files. It’s likely there will be some changes that need to be made. These changes can be made by Veloquent, or own technical resources familiar with YAML, Python, CSS, AI prompts. The very diagnostic you completed is used as an accelerator / baseline for all engagements. The output (the document you’re reading now – is created in Word and can be branded with your branding and populated with data/ insights from the interview). For the demo, I’ve chose to share the Word version, in production it would be \*. Pdf and likely email the document automatically. The open-source engine underpinning the diagnostic is well documented, robust, secure. Finally, for deployment and hosting: the application runs in a Docker container and can be deployed on a virtual private server – you host, Veloquent hosts, or run locally from a laptop (i.e. if you’re controlling the keyboard and running the diagnostic as a workshop with your prospect). |

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| **Let’s Put Your IP to Work for You**  Finally, this demo focused on a sales-based use-case based featuring a diagnostic to help enable meaningful prospect discussions and ultimately build sales pipeline. The same capabilities you experienced could be applied to automating and accelerating operational tasks like building Statements of Work, requesting project on-boarding information, or building a custom training manual based on a quick assessment of interest or skills.  If this experience sparked an idea for how you could use something similar for your firm and your prospects, let’s talk!  Veloquent’s capabilities help firms like yours   * Build client facing diagnostics from scratch * Translate frameworks into high converting diagnostics * Integrate scoring logic, visuals, and AI driven insights * Use diagnostics to sell more services and productize what you already know   Let’s turn your expertise into something tangible, scalable, differentiated. |

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| {# Other available services (non-top 3) #}  {%- if offering\_document\_files\_list and other\_available\_offerings -%}  {%- set top\_three\_names = (top\_three\_dafiles | map(attribute='name') | list) if top\_three\_dafiles else [] -%}  {%- set others = (offering\_document\_files\_list | rejectattr('name','in', top\_three\_names) | list) -%}  {%- if others -%}  {%- for img in others -%}{{ img.show(width="3.0in") }}{% if not loop.last %} {% endif %}{%- endfor -%}  {%- endif -%}  {%- endif -%} |