Passionate Consulting

Sean McNally

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# Chapter 1: The Power of Passion

I still remember how I started: nervous, stiff, and following a script like it was gospel. My early days in sales—specifically in F&I—felt like acting in a play I hadn’t quite rehearsed enough for. I memorized the steps. I nailed the timing. I said all the “right” words. But I didn’t feel connected. And neither did the customer.

Back then, I thought professionalism meant being polished, slick, and perfectly procedural. What I didn’t realize at the time was how much of that mindset was shaped by my five years in military school during my most formative years, starting in the eighth grade. That environment instilled structure and discipline, but also wired me to value strict process over personal expression. It trained me to focus on doing things the 'right way,' often without questioning why. Naturally, when I stepped into sales, I brought that same rigidity with me. But I’ve learned something that changed the course of my entire career—and my life: passion creates connection, and connection creates trust. That trust is the bedrock of every great sale, every meaningful client relationship, and every long-term success in consulting.

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***Scripted but Disconnected***

There was a moment that still sticks with me. I was working an F&I deal, and I followed the process perfectly. Every benefit explained. Every close delivered exactly as I’d been trained. I was excited to do it right. But the customer didn’t buy anything.

Worse, I could see it in their eyes: they didn’t trust me. And not because I said something wrong. I hadn't said anything real.

Over time it hit me: excitement isn't the same as passion. Excitement is about me—my goal, my win, my success. Passion is about them—their needs, their story, their solution. That day, I had excitement for the close, but no connection to the person.

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***Ignorance and Accidental Connection***

When I first started selling cars, I was taught the “road to the sale.” I followed every step because that’s what I was told to do. But the truth is, I didn’t really know why I was doing any of it. I was young, inexperienced, and honestly—ignorant to the deeper purpose behind the process. Coming from a military mindset, I had been conditioned to follow orders without asking too many questions. So when I was handed a sales process, I didn’t challenge it—I just followed it. And in some strange way, that ignorance was a gift.

I spent more time just talking to people—asking questions about their lives, their dreams, their families. I let the “hard stuff” get handled by those who “knew better than me.” I didn’t pretend to be the expert. I was just me—present, curious, and connected. My whole interaction became about them and a little about me. I wasn’t distracted by closing techniques or fear of messing up a pitch. I was still operating from that military-school-instilled mindset of trusting the system and staying in my lane. I was simply connecting.

A manager once told me, “Ignorance is bliss.” I never forgot that. At the time, I didn’t fully understand what he meant. I didn’t realize that my lack of technical knowledge was actually helping me focus on the most important part of the sale: the relationship.

And ironically, I sold a lot of cars in the beginning—not because I knew everything, but because I didn’t. That early ignorance was a hidden gift. I didn’t overthink. I wasn’t obsessed with control. I stayed present, curious, and open. I asked questions. I listened. I connected. The “hard stuff” got handled by the veterans, and I was free to just be real with people.

But as time went on, I started to gain knowledge—lots of it. I memorized every feature, every spec, every script. I became a walk-around champion for a major domestic brand, known for rattling off towing capacity, engine configurations, and safety ratings like a machine. I won awards. I checked every box. I had answers for everything.

And that’s when I stopped connecting.

I didn’t mean to, but somewhere along the way, I traded humility for expertise. My mindset shifted from “let’s figure this out together” to “I know what’s best.” I built an unconscious wall between me and the customer—because I thought knowing more meant I was doing better. But it didn’t. My sales began to stall, not because I lacked skill, but because I lacked presence. I was so focused on performing that I forgot to connect. I was selling with certainty, but not with heart.

Looking back, I realize I was acting more than advising—delivering lines instead of listening for needs. Even when I "won," it felt hollow. Like applause after a performance, not a true handshake built on trust.

Looking back, I now realize I was unintentionally tapping into the core of passionate consulting—I needed to connect on a human level. And even though I didn’t know it at the time, that was the real magic.

It wasn’t until I moved into the F&I office—where the stakes felt higher and the objections harder—that I began to truly reflect. Success and failure in that environment forced me to question what had worked before, and why. I started to understand that my success wasn’t accidental. It had a rhythm. A method. A truth.

That journey of reflection didn’t end in the F&I office. It continued as I became an F&I consultant, a dealership insurance agent, and a trainer in Sales, F&I, and management. With every new role, I gathered pieces of the puzzle. I began to see patterns—what led to real connection, what built trust, and what sabotaged it.

The more I trained others, the more I had to understand it for myself. I had to answer the question I’d ignored early on: why does this work? That question led to the very heart of this book.

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***Finding Connection by Accident***

Later that same week, I had another customer in my office. Same process, same pressure—but something different happened.

We started talking about hockey.

He had on a Washington Capitals hat, and I mentioned Alexander Ovechkin. For the next 10 minutes, we weren’t talking about financing or coverage. We were two fans living in the thrill of the season, counting goals, hoping this would finally be the Caps’ year.

I wasn’t trying to build rapport. I wasn’t following a script. I was genuinely passionate—as a person—and it was real.

When we transitioned back into the deal, something clicked. He leaned in. He started asking me what I thought was best. He actually said the words that every consultant dreams of hearing:

“What would you do if it were your car?”

That one sentence was the shift from salesperson to consultant. From pitchman to trusted guide. From someone trying to sell to him, to someone working for him.

And it didn’t happen because I had the best process. It happened because I had passion—for him, his experience, and the conversation we shared.

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***Passion Isn’t Optional—It’s Everything***

A lot of consultants—and salespeople—get trapped in the idea that process is king. And yes, process matters. It's structure. It's repeatable. It's efficient. But without passion, process becomes pressure.

You feel it. And the customer feels it even more.

They might not be able to explain why they don’t buy, but they’ll leave with a tight chest, thinking, “Something just didn’t feel right.” That “something” is the lack of passion—lack of connection, energy, empathy.

But when you’re passionate, something changes. Your energy becomes infectious. You smile without trying. You listen with genuine curiosity. You connect—not because you’re trained to—but because you care.

And people know when you care. They respond in kind. Trust is formed. And from that trust, you earn not just a sale, but a relationship.

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***Professionalism ≠ Passionless***

Let me be clear—being passionate doesn't mean being sloppy or emotional all the time. It means being authentic and invested.

You can be polished and passionate.  
You can follow a process and care deeply.  
You can sell a product and serve a person.

That’s what passionate consulting is: combining the structure of your process with the fire of your belief in what you do—and who you do it for.

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***Marriage, Moments, and the Power of Presence***

This idea of passion isn’t just for work—it’s for life.

My marriage is stronger when I bring that same presence and energy into everyday moments. It’s not about grand gestures. It’s about making a cup of coffee and really being there. It’s about listening when your partner had a hard day. Passion doesn’t just sell products—it builds relationships, marriages, teams, companies.

Passion changes how people experience you. It makes you memorable. It makes you trustworthy. It makes you powerful.

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***Questions to Reflect On***

When was the last time I felt truly passionate about helping a customer?  
- Do I go into conversations thinking about closing—or connecting?  
- Where am I relying too much on process and not enough on presence?  
- How would I show up if I were advising my best friend—not just a “customer”?  
- What stories light me up that I could bring into conversations more often?

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***Your Passion Is Your Superpower***

Don’t hide it. Don’t tone it down. Don’t wait for permission to be passionate.

Bring it into every call, every conversation, every deal.

Because passion isn’t just what you feel—it’s what others feel from you.

And when they feel it?

They buy. They listen. They trust.

They come back.

# Chapter 2: Rules for Change

"Insanity is doing the same thing over and over again and expecting different results." — Commonly attributed to Albert Einstein  
  
***The First Step in the Journey***  
  
Before we go any further, it's important to recognize that this chapter is more than just a list of strategies. It's a declaration. Becoming a passionate consultant requires that we face one hard truth: Change is not optional. It is the price of entry into transformation—yours and others'.  
  
You can't lead someone where you haven't gone. You can't inspire change if you resist it in your own life. This chapter is the first real step on the road to passion-based impact. It's where you begin to choose growth, even when it's hard.  
  
Let's be clear—change is brutally hard.  
  
It's uncomfortable. It's unpredictable. It often feels like it demands more than we think we have. But it also holds the key to everything worth having: growth, fulfillment, impact, and freedom.  
  
If you don't change, nothing changes.  
  
**Rule 1: Change Is Uncomfortable—And That’s the Point**  
  
Comfort is a trap. It convinces you that things are “fine,” even when your heart knows they’re not. The first rule of change is to expect discomfort. In fact, you should welcome it.  
  
Change is not a spa day. It’s a gym session. You’re going to sweat. You’re going to be sore. But you’re also going to grow.  
  
**Rule 2: You Must Go First**  
  
Consultants often walk into organizations with the expectation of creating change. But here’s the truth: You can’t expect people to change if you’re not changing yourself.  
  
Want your clients to embrace new ideas? Embrace some of your own.  
Want them to grow? Show them you’re growing.  
Want them to trust you? Show them how you earned your own trust back.  
  
**Rule 3: Stop Justifying Stagnation**  
  
“I’ve always done it this way.” “That won’t work here.” “We tried that already.”  
  
These are the death sentences of growth. They’re not statements of reality. They’re excuses. Stagnation doesn’t mean you’re stable—it means you’re slowly becoming irrelevant.  
  
You must challenge your habits, your stories, your defaults. Ask yourself:  
  
- Is this belief serving me?  
- Is this method still the best one?  
- Am I using “experience” as a shield against growth?  
  
**Rule 4: Accountability Over Excuses**  
  
Change thrives in environments where accountability is present. Not blame. Not shame. Just honest ownership.  
  
Who are you letting into your world to call you out, push you forward, and celebrate your evolution?  
  
Accountability is the friction that sharpens growth.  
  
Real-World Example: The Stuck Salesperson  
  
I once worked with a salesperson in a dealership who had been selling for over 10 years. He was convinced that his results were stagnant because of “market conditions” or “the floor traffic just isn’t what it used to be.” He had a routine: wait for the up bus, deliver the same demo, use the same word tracks, and hope something would change.  
  
He wanted to earn more. But he didn’t want to change.  
  
We started working together. I didn’t push—at first. I asked questions. I helped him reflect. Slowly, he started to take small steps: follow up after every sale, ask “what could I have done differently?”, and most importantly, focus on the customer’s needs instead of his own desire to close the deal.  
  
Over time, he transformed. He started selling 20+ cars a month. His referral and repeat business skyrocketed. He became proactive, not reactive.  
  
Why? Because he embraced change. And I stayed close—as a passionate consultant and accountability partner.  
  
**Rule 5: Understand That Setbacks Are Part of the Process**  
  
Change isn’t linear. You’ll take two steps forward and one back. You’ll fall into old patterns. That doesn’t mean you’ve failed. It means you’re human.  
  
Setbacks are signposts. Learn from them. Adjust. Keep moving.  
  
If you expect the process to be perfect, you’ll quit the first time it isn’t. If you expect it to be messy—but worth it—you’ll succeed.  
  
**Rule 6: Commit to Long-Term Change, Not Just a Phase**  
  
Most people can change for a weekend seminar. Fewer can change for a quarter. Only the committed change for a lifetime.  
  
Don’t aim for temporary inspiration. Aim for sustainable transformation. And that means building habits, systems, and support structures around your growth.  
  
What Are You Willing to Let Go Of?  
  
Every change requires loss. That’s what makes it hard. Old habits, old identities, old comfort zones—they have to go.  
  
Ask yourself:  
- What am I afraid to lose?  
- What would happen if I let it go?  
- What version of myself is waiting on the other side?  
  
Closing: Change Is the Doorway to Passionate Consulting  
  
Change is the great qualifier. If you’re not willing to change, you’re not ready to lead. Passionate consultants aren’t perfect—but they are evolving. They lean into discomfort. They walk their talk. They model what they teach.  
  
You want to make a difference in this world?  
  
Then start here.  
  
Choose change. Pursue it with intention. Build a relationship with discomfort. And trust that on the other side of resistance is a version of you—and a career—you can’t even imagine yet.  
  
This is the path to passionate consulting.  
  
And it starts with you.

# Chapter 3: Pros and Cons of Sales

“You can have everything in life you want, if you will just help other people get what they want.” — Zig Ziglar  
  
***Laying the Foundation: Why This Chapter Matters***  
  
Before you can become a passionate consultant, you must understand the roots of what you may already be: a salesperson. And to understand that, you have to be honest about what sales is, what it isn’t, and what parts of it you want to carry with you—or leave behind.  
  
We can’t know where we’re going until we understand where we’ve been.  
  
Sales has often been misunderstood. It’s been glorified, demonized, oversimplified. But it is also one of the most powerful professions in the world when aligned with purpose and authenticity.  
  
My Story: From Skeptic to Salesman  
  
When I first considered entering the automotive world, I was skeptical. My father had spent over 20+ years in the industry at that point and would tell me, “Selling cars can be a great opportunity for you.” But I resisted. I thought sales meant manipulation. Pressure. Tricks.  
  
I associated sales—especially car sales—with the negative stereotypes we all know. Fast-talking, pushy, self-interested.  
  
Still, I took a job as a salesperson. I watched generic videos. I attended training seminars. I absorbed scripts and word tracks. I learned how to “close” and “overcome objections.”  
  
I became a “salesperson.” And yes, I made sales. I even enjoyed some success.  
  
But something was missing.  
  
I’d feel great after a big deal—but then it was over. I was back at square one. Waiting for the next customer. The happiness was short-lived. I was performing... but I wasn’t fulfilled.  
  
Sales was supposed to be exciting. But instead, I often felt empty.  
  
Pros of Sales  
  
Let’s give sales its due. When done with integrity and skill, sales can be:  
  
- \*\*Financially rewarding\*\*: The better you get, the more you can earn.  
- \*\*Skill-building\*\*: You learn persuasion, communication, and confidence.  
- \*\*Relationship-based\*\*: You get to help people solve problems and make decisions.  
- \*\*Competitive\*\*: For those who thrive on challenge, sales offers constant opportunity.  
- \*\*Freedom-enhancing\*\*: High performers often gain more autonomy and influence.  
  
Sales taught me how to read people. How to communicate. How to present value. These skills have never left me.  
  
Cons of Sales  
  
But let’s be honest about the darker side of sales:  
  
- \*\*High pressure\*\*: Performance anxiety is constant.  
- \*\*Transactional focus\*\*: You’re often valued only for your last deal.  
- \*\*Burnout risk\*\*: The emotional rollercoaster is real.  
- \*\*Reputation issues\*\*: The negative stereotype affects how people see you—even when you’re ethical.  
- \*\*Short-lived satisfaction\*\*: Success can feel fleeting.  
  
You can win... and still feel like you’re losing yourself.  
  
Sales Across Industries  
  
This isn’t just about car sales. The challenges and contradictions exist across industries:  
  
- A real estate agent may close multi-million-dollar deals but feel unappreciated.  
- A software rep may hit quota but never hear back from the client again.  
- A retail associate may help someone make the perfect choice but get no recognition.  
  
In every case, there’s a gap between performance and purpose.  
  
Who Is a Salesperson, Really?  
  
Anyone who influences, persuades, or helps others make decisions is, in some way, a salesperson.  
  
- Teachers sell ideas.  
- Leaders sell visions.  
- Parents sell values.  
  
So the question isn’t whether you’re a salesperson. It’s how well you’re aligning that role with who you truly are.  
  
Self-Reflection Exercise: Are You a Salesperson?  
  
- Do you ever find yourself trying to “win” a conversation?  
- Do you tailor how you speak based on the other person’s personality?  
- Do you enjoy helping others come to a decision?  
- Do you measure success by outcomes—or by effort and connection?  
  
What Parts of Sales Do You Want to Keep?  
  
Ask yourself:  
  
- What energizes me about sales?  
- What drains me?  
- What skills have I learned that serve me—even outside of work?  
- What beliefs about sales do I want to unlearn?  
  
The Honest Truth: Sales Isn’t Bad—It’s Just Incomplete  
  
Sales is a powerful starting point. It builds muscle. It teaches hustle. But without deeper alignment, it’s not enough.  
  
To become a passionate consultant, you must evolve beyond transaction and into transformation.  
  
That means keeping the skills—but shifting the focus.  
  
Closing: Bridging to Change  
  
Sales showed us what’s possible. But it also showed us what’s missing.  
  
This chapter is about honesty. About reflection. About recognizing that the part of you that wants to “sell” is also the part of you that wants to help, serve, and guide.  
  
But to do that at the highest level, you must go deeper.  
  
> Rule for Change: You can’t change what you won’t name.  
  
Sales has given us a foundation. Now it’s time to build something greater on top of it.  
  
In the next chapter, we begin that construction: learning how to become a consultant.

# Chapter 4: How to Become a Consultant

"A consultant is someone who saves his client almost enough to pay his fee." — Arnold H. Glasow  
  
Introduction: Why the Shift Matters  
  
Becoming a consultant is not about leaving sales behind. It’s about evolving. It's taking everything you’ve learned about persuasion, influence, relationships, and results—and turning it into guidance, leadership, and impact.  
  
In Chapter 2, we discussed the Rules for Change. And in Chapter 3, we explored the real highs and lows of sales. This chapter bridges both. Because if change is the internal transformation, and sales is the skillset, then consulting is the application. It’s the expression of mastery through service.  
  
Let’s get clear: the world needs fewer salespeople and more passionate consultants.  
  
What’s the Difference?  
  
A Salesperson...  
- Sells a product or service.  
- Focuses on closing a deal.  
- Is often judged by volume or quota.  
- Tends to think short-term.  
- Can unintentionally put pressure on people.  
  
A Consultant...  
- Solves a problem or reveals a better way.  
- Focuses on diagnosing and guiding.  
- Is judged by the value of outcomes.  
- Thinks long-term and big picture.  
- Builds trust before offering solutions.  
  
Consultants still sell—but the approach is entirely different. Instead of persuading, they listen. Instead of assuming, they ask. Instead of selling value—they create value.  
  
My Evolution: From Sales to Consultant  
  
In my earliest days of car sales, everything was transactional. I was trained to close. To follow scripts. To watch for buying signals. And I was good at it. But I often felt like something was missing.  
  
When I moved into F&I, I had more influence. I could help protect customers, offer long-term value, and educate. But still, the job rewarded speed and volume.  
  
The real shift happened when I became a consultant—but that transformation didn’t happen overnight. In fact, I had to stumble through my early days as a consultant still acting like a salesperson. I led with solutions instead of curiosity. I spoke before I listened. I brought answers to problems I hadn’t taken the time to fully understand. And it didn’t work.  
  
It wasn’t until I failed in that approach that I began to understand what it truly meant to consult—to guide instead of push, to serve instead of sell.  
  
I remember walking into dealerships as the “expert.” But rather than walking in with all the answers, I learned to walk in with questions. I observed. I listened. I watched processes from sales to desk to service.  
  
And when I finally spoke, it wasn’t to instruct. It was to align. I didn’t say, “Here’s how you should do it.” I said, “Here’s what I noticed. What do you think?”  
  
That’s when everything changed. People responded. Trust grew. Results improved.  
  
Consultants in Action: Lessons from Real Lives  
  
Let’s go beyond name-dropping and take a closer look at how real-world consultants—across industries—have defined the consulting identity. What makes them different isn’t just their talent or experience. It’s how they think, how they serve, and how they create transformation instead of transactions.  
  
- Serena Williams – Purpose in Discipline  
Serena doesn’t coach, sell, or consult in a traditional sense—but her entire public identity is rooted in helping others rise through excellence. She uses her platform to mentor, invest, and amplify voices that align with her values. Her “consulting” comes through example and access.  
  
- Dwayne “The Rock” Johnson – Influence through Authenticity  
From WWE to Hollywood to entrepreneurial ventures, The Rock serves as a mentor, brand builder, and investor. His power as a consultant lies in his authenticity and consistency of message—helping others by modeling values of discipline, humility, and action.  
  
- Alan Ram – Discipline Over Hype  
Alan Ram changed how dealerships approached sales training. He didn’t teach flash—he taught discipline, structure, and accountability. His programs focused on consistency, follow-up, and execution—not charisma.  
  
- Pat Ryan – Engineering F&I Into a Profession  
Pat Ryan is often credited with inventing the F&I model we know today. Before him, F&I was informal and inconsistent. Ryan brought structure, compliance, training, and value to the process. He didn’t just help dealers sell more—he helped them sell better and with integrity.  
  
What all these individuals have in common is that they weren’t just giving advice—they were living alignment.  
  
From the Customer’s Point of View  
  
Customers know when they’re being sold to. And it often feels like pressure.  
  
Fast-talking, high-energy pitches can trigger suspicion. I know this firsthand. I used to speak quickly—not because I was trying to manipulate anyone—but because my mind worked a million miles an hour during a deal. Nerves, adrenaline, the desire to do well—it sped me up.  
  
But fast talkers often seem less trustworthy, even if their intentions are good. Over time, I realized that real power came from slowing down.  
  
Consultants do more listening than talking. And when they speak, they do so with intention. Pauses create space. Space builds trust.  
  
When you mirror a client’s words—when you ask “What I’m hearing is...”—you’re not just clarifying. You’re honoring their voice.  
  
The client’s words will always mean more to them than yours.  
  
Rewriting Your Identity  
  
To become a true consultant, you have to ask:  
  
- What do I stand for?  
- What problem am I passionate about solving?  
- Where can I provide clarity and confidence for others?  
  
This is about becoming a mirror for others—not a megaphone.  
  
You don’t need to know everything. You just need to see what others miss—and help them see it too.  
  
Actions and Questions for the Reader  
  
Reflection:  
1. When do you feel most in “sales mode” and how does it affect your behavior?  
2. What part of consulting feels natural to you? What feels challenging?  
3. Think of a recent deal or client interaction—what could have made it more consultative?  
4. Who do you know that acts like a consultant even if they aren’t one by title?  
  
Try This:  
- Review your last five client conversations. Were they mostly about your product—or about their goals?  
- For your next client interaction, prepare three deep, open-ended questions instead of a pitch.  
- Identify a process you’ve mastered—and offer to help someone else improve theirs without trying to sell them.  
  
The Consultant’s Promise  
  
When you truly become a consultant, you don’t chase results—you attract trust. You don’t pitch—you partner. You don’t pressure—you empower.  
  
And the more you practice this, the more your clients, coworkers, and customers see you differently. You become indispensable—not because of what you sell, but because of how you think.  
  
Closing: The Bridge from Sales to Significance  
  
Consulting isn’t the opposite of selling. It’s the evolution of selling.  
  
By keeping the passion, confidence, and communication of sales—and shedding the pressure, short-sightedness, and fear—you become someone who transforms, not just transacts.  
  
As we continue this journey, never forget:  
  
Change is required (Chapter 2).  
Sales taught us the game (Chapter 3).  
But consulting? Consulting helps us rewrite the rules.  
  
Welcome to the next level of passionate consulting.

# Chapter 5: The Path to Consulting Over Sales

“You must be the change you wish to see in the world.” — Mahatma Gandhi  
  
Introduction: From Sales to Service  
  
Embarking on a career in consulting demands more than expertise and experience; it requires a deep-seated passion for helping clients achieve their goals. This chapter outlines a structured and actionable roadmap for transitioning from a transactional sales mindset to a transformative consulting identity.  
  
It’s time to stop being just a salesperson—and start becoming a trusted advisor.  
  
Why Consulting Over Sales?  
  
Deeper Client Engagement  
Consulting allows for building meaningful relationships with clients. Consultants work closely with their clients to understand their unique challenges and objectives, crafting tailored solutions that drive real change. This deep level of engagement fosters trust and collaboration, leading to long-term partnerships.  
  
Problem-Solving and Innovation  
Consulting involves addressing complex issues and developing innovative strategies. The intellectual challenge of analyzing problems, identifying opportunities, and implementing solutions is immensely rewarding. Unlike sales, which often revolves around pushing products or services, consulting focuses on creating value through expertise and insight.  
  
Creating Lasting Impact  
Consultants aim to deliver sustainable improvements and measurable outcomes. Their work often results in significant transformations within organizations, from optimizing operations to enhancing competitive advantage. This long-term impact contrasts with the short-term nature of sales, where success is frequently measured by immediate revenue gains.  
  
Salespeople Struggling with Long-Term Success  
In contrast, salespeople often face challenges in creating lasting client relationships and sustained success. For instance, a salesperson may excel at closing deals but struggle with client retention and satisfaction. The transactional nature of sales can lead to a focus on immediate gains rather than building trust and delivering ongoing value.  
  
Consider a salesperson selling software solutions. They might push for quick sales to meet targets but fail to address the client's broader needs or provide adequate support post-sale. This approach can result in dissatisfied clients and high churn rates, undermining long-term success.  
  
Steps to Transition from Sales to Consulting  
  
Step 1: Identify Core Passions  
Understanding what drives you is the first step toward passionate consulting. Reflect on your interests, values, and strengths. Identify the aspects of consulting that resonate most with you, such as problem-solving, innovation, or client relationships.  
  
Step 2: Relate Passions to Business Goals  
Align your core passions with the business goals of your clients. This alignment ensures that your enthusiasm translates into value for the clients. For instance, if you are passionate about sustainability, focus on helping clients implement eco-friendly practices.  
  
Step 3: Communicate Enthusiasm  
Effectively communicating your passion to clients can enhance trust and engagement. Use storytelling to share your journey and the reasons behind your dedication. Show genuine interest in their challenges and convey how your passion drives you to find the best solutions.  
  
Step 4: Translate Passion into Actionable Strategies  
Develop clear, actionable strategies that are informed by your passions. Create detailed plans that outline the steps needed to achieve client objectives. Ensure these strategies are practical and can be implemented effectively.  
  
Step 5: Engage in Purposeful Practice  
Use role-play exercises to simulate real-world client interactions. Practice asking better questions, listening without interruption, and reframing client challenges through the lens of your passion. Think of it like athletic training—a pro athlete spends 90% of their time practicing and only 10% playing the game. Shouldn’t we do the same?  
  
Step 6: Commit to Lifelong Learning  
Commit to continuous learning to stay updated with industry trends and emerging best practices. Attend workshops, pursue certifications, and engage in professional development opportunities. Learning deepens your insight, strengthens your value, and expands your toolkit as a consultant.  
  
Reviewing Performance and Measuring Success  
  
Set Clear Performance Metrics  
Establish measurable metrics to evaluate your consulting efforts. These metrics could include client satisfaction scores, project completion rates, and achievement of specific client objectives.  
  
Track Outcomes That Matter  
Track outcomes that actually reflect value—like revenue generated, customer retention, and process improvement. In F&I, we were taught to present an evidence manual showing the value of each product. What about the value you bring? Is that not worth as much—or more—than the product? People often pay more for excellent service than the service product itself.  
  
Gather Client Feedback  
Regularly seek feedback from clients to understand their perspectives on your performance. Use surveys, interviews, and informal conversations to gather insights. Client feedback is invaluable for identifying areas of improvement and refining your approach.  
  
Analyze Results  
Review both quantitative and qualitative data. Identify what worked, what didn’t, and why. Reflection builds better instincts.  
  
Reflect on Personal Growth  
Take time to reflect on your growth and development as a consultant. Consider how your passions have influenced your work and contributed to your success. Reflecting on your journey helps recognize your achievements and refocus your energy on where you’re going next.  
  
Implement Continuous Improvement  
Use your insights and feedback to improve your process. Adjust strategies, try new tools, and evolve your mindset. Passionate consultants aren’t perfect—but they’re always improving.  
  
Conclusion  
  
Adopting a purposeful path to consulting means identifying your core passions, aligning them with client needs, communicating with clarity, and delivering results that matter. It’s a journey of transformation—one that turns ordinary service into extraordinary value.  
  
When you shift from salesperson to consultant, you move from selling for a paycheck to delivering change for a purpose. And that purpose-driven approach not only creates better results for your clients—it creates a career that energizes, fulfills, and sustains you.  
  
This is how you begin to walk the path of a passionate consultant.

# Chapter 6: Selling vs. Consulting — Experience the Difference

“Stop selling. Start helping.” — Zig Ziglar  
  
Introduction: Understanding the Divide  
  
Selling and consulting are two distinct approaches in business. One focuses on persuasion; the other on transformation. One is about moving a product; the other about moving a person or organization forward. In this chapter, we’ll not only explore the theory behind the difference—we’ll experience it firsthand through a powerful role-playing exercise.  
  
Understanding Selling  
  
Selling is primarily concerned with the exchange of goods or services for money. The goal of a salesperson is to close a deal by convincing customers that their product or service meets a need or solves a problem. While selling can be ethical and effective, it often centers on urgency, product features, and outcomes that benefit the seller.  
  
Key Characteristics of Selling:  
- Product-focused: Emphasizes features and benefits.  
- Transactional: Focus is on the short-term close.  
- Persuasive: Often aims to change the customer’s mind.  
- Goal-driven: Success is measured in units sold or quota hit.  
  
Understanding Consulting  
  
Consulting is the act of advising, guiding, and diagnosing with the goal of helping the client succeed. A consultant doesn’t just ask, “How can I sell this?” They ask, “What’s best for the client—even if it’s not what I’m offering?”  
  
Key Characteristics of Consulting:  
- Client-focused: Prioritizes the client’s needs and vision.  
- Relational: Seeks to build long-term trust.  
- Advisory: Shares insights and asks powerful questions.  
- Value-based: Success is measured by outcomes and transformation.  
  
The Role-Playing Exercise: Experience the Difference  
  
This is where things get real. Whether you’re doing this with a partner or imagining both roles yourself, this exercise reveals how selling and consulting feel—to both sides of the conversation.  
  
Scenario: The Paperclip Pitch  
  
A small business owner currently uses staples for all internal documents. The pitch? A premium paperclip designed to be more sustainable, less damaging, and reusable.  
  
Round 1: The Salesperson  
Objective: Convince the business owner to buy your paperclip product.  
  
Steps:  
1. Introduce the product and describe its benefits.  
2. Overcome objections and position the paperclip as superior to staples.  
3. Offer a discount or create urgency.  
4. Try to close the deal.  
  
Roles:  
- Salesperson  
- Client (Small Business Owner)  
  
What it feels like:  
As the salesperson, you’re doing most of the talking. The client may be defensive, skeptical, or disinterested. The emphasis is on “selling” the value rather than discovering it together.  
  
Round 2: The Consultant  
Objective: Understand the business owner's challenges and offer advice—even if it doesn’t lead to an immediate sale.  
  
Steps:  
1. Ask questions about their current process and pain points.  
2. Identify the core issues (cost, time, document damage, etc.).  
3. Explore broader needs—workflow efficiency, employee preferences, etc.  
4. Offer potential solutions or resources, one of which may include your product.  
  
What it feels like:  
The conversation is slower, deeper, more engaging. You’re listening more than talking. Trust begins to build. The client sees you not just as a vendor—but as an ally.  
  
Try Reversing Roles  
Have a colleague or friend take a turn playing the consultant or salesperson. Then switch. This will reveal unconscious habits in your style—do you interrupt, pitch too early, or fail to ask questions?  
  
Bonus Variation: You Sell, Then You Consult  
  
Start by pitching the product as a salesperson. Then, immediately switch roles and approach it as a consultant. Notice:  
- Which approach felt more natural?  
- Which led to more trust?  
- Which made the client feel heard?  
  
What You’ll Learn  
  
The contrast will be clear. Selling may feel rushed, surface-level, and outcome-driven. Consulting, on the other hand, will feel connected, strategic, and human.  
  
The best part? You’re still selling—but through service.  
  
Client Perception: Salesperson vs. Consultant  
  
From the client’s point of view:  
  
Salespeople often...  
- Talk more than they listen.  
- Push what they have, not what’s needed.  
- Feel replaceable.  
  
Consultants...  
- Ask great questions.  
- Recommend, not push.  
- Feel trustworthy and unique.  
  
A Realization That Changed My Career  
  
Early in my F&I journey, I realized I could “sell” something and still feel empty. But when I helped someone understand a product, connect the dots, and choose something that genuinely protected their family—that was fulfillment.  
  
I realized that being a consultant wasn’t about changing what I sold. It was about changing who I was while selling it.  
  
Consultants focus on value—not victory.  
  
Closing: Practicing the Shift  
  
This chapter isn’t just about knowledge. It’s about \*practice\*.  
  
The more you role-play, reflect, and refine your approach, the more naturally consulting becomes your default. You begin to sell without selling. You connect without controlling. And in that space, trust grows.  
  
Passionate consultants don’t memorize scripts—they master connection.  
  
This is your next step. Take the exercise seriously. Practice with intention. And let the experience teach you what no book can: the real difference between selling and consulting is who you choose to be.

# Chapter 7: The Psychology of Sales and Consulting

“The best salespeople know that their job isn’t to sell—it’s to understand.” — Unknown  
  
Introduction: Why Psychology Matters  
  
The psychology of sales and consulting explores the deep currents beneath every interaction: emotion, perception, trust, and decision-making. If you want to be a powerful, passionate consultant, understanding the human brain and behavior isn’t optional—it’s foundational.  
  
Whether you're dealing with a hesitant customer, a burned-out client, or your own mental resistance, psychological insight becomes your compass.  
  
In this chapter, we’ll explore how emotional triggers, brain chemistry, and mindset drive behavior—and how you can leverage that knowledge with empathy and ethics.  
  
Defining the Psychology of Sales and Consulting  
  
At its core, psychology is the study of how people think, feel, and act. In sales and consulting, those actions are shaped by cognitive biases, emotional needs, and subconscious patterns.  
  
Medical Case Studies: Insights into Consumer Behavior  
  
Let’s take it deeper—into the brain.  
  
- The \*\*prefrontal cortex\*\* is responsible for logic and reasoning.  
- The \*\*amygdala\*\* handles fear, threat detection, and emotional arousal.  
- The \*\*nucleus accumbens\*\* links to reward anticipation and motivation.  
  
Studies by Knutson et al. (2001) used fMRI scans to show that buying decisions light up the brain’s pleasure and pain centers. When the price feels “worth it,” the reward system activates. When it feels too high, the pain system (insula) kicks in.  
  
- \*\*Dopamine\*\* drives desire.  
- \*\*Oxytocin\*\* increases trust and bonding.  
- \*\*Neural coupling\*\* (Hasson et al., 2012) reveals that when someone tells a story well, the listener’s brain begins to mirror the speaker’s brain activity.  
  
This means that when you connect deeply, your client isn’t just hearing you—they’re \*feeling with you\*.  
  
Consulting isn’t just talking—it’s syncing.  
  
Emotional Triggers and Cognitive Biases  
  
We all want to think we’re rational buyers. But we’re not.  
  
Emotions often drive decisions more than facts. Some key triggers:  
  
- \*\*Scarcity\*\*: “Limited time only!” = urgency and action.  
- \*\*Anchoring\*\*: The first price we see sets the reference point.  
- \*\*Social proof\*\*: “Others bought this” = it must be good.  
- \*\*Loss aversion\*\*: The pain of losing is stronger than the joy of gaining.  
  
Consultants must recognize these patterns, not to manipulate—but to understand how their clients process choices.  
  
Building Trust and Credibility  
  
Trust is the currency of consulting.  
  
And it’s built through:  
  
- \*\*Listening more than speaking.\*\*  
- \*\*Asking better questions.\*\*  
- \*\*Mirroring the client’s language.\*\*  
- \*\*Maintaining transparency.\*\*  
  
Zak (2012) showed that oxytocin—the “trust hormone”—rises when people feel seen, heard, and respected. The more connected your client feels to you, the more likely they are to follow through on your advice.  
  
Clients believe their own words more than yours. Reflect those words back. Let them hear their truth aloud.  
  
Emotional Intelligence (EQ) in Sales and Consulting  
  
Emotional intelligence isn’t soft—it’s smart.  
  
It’s the ability to:  
- Recognize emotions in yourself and others.  
- Regulate your emotional responses.  
- Navigate emotional dynamics in real time.  
  
4 Practical EQ Micro Skills:  
  
1. \*\*Pause before responding to tough questions.\*\*  
 - Silence is powerful. It gives space, reduces anxiety, and shows confidence.  
2. \*\*Use “It sounds like…” to build empathy.\*\*  
 - This shows you’re listening and gives the client a chance to self-correct.  
3. \*\*Notice defensiveness—yours and theirs.\*\*  
 - Learn to slow down, lean in, and validate.  
4. \*\*Mirror key emotional words.\*\*  
 - Let them hear their priorities reflected clearly.  
  
Exercises to Build Psychological Strength  
  
1. \*\*Empathy Mapping\*\*  
 - Write down a client’s “Says / Thinks / Feels / Does.”  
 - Imagine their internal experience—then respond to that, not just their words.  
  
2. \*\*Sales Reflection Journaling\*\*  
 - After each interaction, jot down:  
 - What emotional triggers came up?  
 - What biases might have shaped the outcome?  
 - How well did I manage my emotions?  
  
3. \*\*Role-Play With Real Tension\*\*  
 - Create challenging customer scenarios and practice them.  
 - Focus on reading body language, tone, and pacing.  
 - Replay and critique—what moments built trust? Which broke it?  
  
The Psychology of Failing Forward  
  
One final note: the brain hates uncertainty. And yet, all sales and consulting relationships are built on it.  
  
The best consultants help others feel \*\*safe in the unknown\*\*. That’s psychological mastery. That’s emotional leadership.  
  
Closing: From Understanding to Application  
  
Psychology is not a trick—it’s a toolkit.  
  
It helps you enter your client’s world with accuracy, empathy, and insight. When you understand what’s happening below the surface, you don’t just respond better—you become the kind of consultant people trust with their most important decisions.  
  
Your next level of impact will come not from what you know—but from how well you understand what others \*feel\*.  
  
This is the mindset of a passionate consultant. This is how psychology turns into purpose.

# Chapter 8: Learning Your Why

“He who has a why to live can bear almost any how.” – Friedrich Nietzsche  
  
Why Knowing Your “Why” Changes Everything  
  
The journey to becoming a successful consultant isn’t just about strategies, frameworks, or scripts. It’s about clarity of purpose.  
  
Your “why” is your inner compass. It’s what keeps you steady in uncertainty and gives your work meaning beyond metrics. It’s the reason you show up when no one is watching—and the fuel that turns effort into energy, and challenges into change.  
  
Without it, you drift. With it, you lead.  
  
Your “why” is the heartbeat of passionate consulting. It turns work into impact, pressure into presence, and success into significance.  
  
The Importance of Understanding Your “Why”  
  
Anchoring Through Purpose  
When you know why you do what you do, your actions become aligned—not reactive. Your path becomes clearer, even when it's difficult.  
  
In consulting, where client needs, expectations, and pressures constantly shift, your “why” becomes your anchor. It keeps you from burning out, chasing the wrong goals, or saying yes when you mean no.  
  
Fuel for Fulfillment  
Without a “why,” your career becomes mechanical. But when you align with purpose, fulfillment becomes your baseline. You don’t just work—you build something that reflects who you are.  
  
Finding Your “Why”: A Guided Discovery  
  
1. Reflect on Your Defining Moments  
Ask yourself:  
- When in my life did I feel most energized helping someone?  
- What challenge did I overcome that taught me something I now share with others?  
- Who am I drawn to serve—and why?  
  
2. Ask “Why?” Until It Hurts  
Start with a simple statement: “I want to help clients grow their business.”  
Then ask:  
- Why does that matter to me?  
- And why does that matter?  
Repeat 5–7 times. Get past the surface. You’ll be surprised what comes out on the fifth “why.”  
  
3. Follow Your Energy  
Ask:  
- What do I look forward to?  
- What type of conversations light me up?  
- When do I lose track of time?  
  
4. Draft a Simple Why Statement  
Template: “I help [who] do [what] so they can [impact].”  
Example: “I help business leaders gain confidence in how they communicate so they can lead with clarity and integrity.”  
  
The Power of Living From Your Why  
  
Confidence Becomes Authenticity  
When your actions stem from your purpose, you don’t need to sell yourself. You simply show up with clarity and consistency—and that builds instant credibility.  
  
Work Becomes a Vehicle for Legacy  
You stop asking, “How much can I sell?” and start asking, “What kind of impact do I want to leave?” That shift transforms not only your business—but your life.  
  
You Attract Clients Who Align With You  
People can feel when you’re in alignment. And those are the clients who stick, refer, and grow with you.  
  
Real-World Examples of Purpose in Action  
  
Serena Williams – Excellence as Empowerment  
Serena’s “why” was never just about Grand Slams. Her deeper purpose? To inspire underrepresented voices to rise through discipline, belief, and self-expression.  
  
Consultant Takeaway: When your actions reflect your purpose, you build a brand that outlives transactions.  
  
Dwayne “The Rock” Johnson – Hustle With Heart  
Dwayne Johnson has played many roles—wrestler, actor, entrepreneur—but his why has remained constant: to uplift others through relentless work and storytelling.  
  
Consultant Takeaway: Your why isn’t just what you do. It’s how you show up—and who you show up for.  
  
How to Live Your Why as a Consultant  
  
Set Purpose-Driven Goals  
Ask:  
- What kind of legacy do I want with this client?  
- What would make me proud of this work—even if no one saw it?  
  
Choose Projects That Match Your Why  
The best deal you make sometimes… is the one you don’t make at all.  
  
Let Your Why Carry You Through Setbacks  
Your why won’t eliminate failure—but it gives it meaning.  
  
Use Your Why to Make Decisions  
Ask:  
- Does this opportunity reflect who I am?  
- Will this project drain me—or develop me?  
  
Living Your Why Beyond the Office  
  
Surround Yourself With Purpose-Mirrors  
Find people who reflect back your mission—even when you forget it.  
  
Treat Yourself With Compassion  
Purpose is not perfection. You will fall short. That’s part of the path. Get up, reflect, and reconnect.  
  
Balance Purpose With Recovery  
Let joy, fun, and rest support your passion. Refill your tank.  
  
Celebrate the Mission, Not Just the Milestone  
Every time you say yes to alignment—even in small ways—celebrate it.  
  
Conclusion: Let Your Why Be Your North Star  
  
Your “why” is not a luxury. It’s your foundation.  
  
It fuels your voice in the hard conversations. It builds trust before you speak. It attracts the people you’re meant to serve.  
  
The most passionate consultants aren’t the loudest. They’re the clearest.  
  
When you move from “how do I sell more?” to “how can I serve better?”—your whole career transforms.  
  
Let your “why” be the fire in your voice. The calm in your storm. The reason behind your results.  
  
And let the world feel it—because the world needs passionate consultants now more than ever.

# Chapter 9: The Power of Empathy

“Leadership is not about being in charge. It’s about taking care of those in your charge.” – Simon Sinek  
  
Introduction: Empathy is the Engine  
  
In the consulting world, empathy isn’t a soft skill. It’s the engine. It’s the bridge between knowledge and trust. It’s what transforms advice into influence and transforms influence into action.  
  
Without empathy, even the most well-crafted solution falls flat. With empathy, even simple advice can change lives.  
  
What is Empathy, Really?  
  
Empathy is the ability to understand and share the feelings of another. It’s more than sympathy or kindness. It’s connection. It’s presence. It’s saying with your words, actions, and energy: “I see you. I hear you. I’m with you.”  
  
Types of Empathy:  
- \*\*Cognitive Empathy\*\*: Understanding what someone else is thinking.  
- \*\*Emotional Empathy\*\*: Feeling what someone else feels.  
- \*\*Compassionate Empathy\*\*: Taking action to help based on what you understand and feel.  
  
Why Empathy Matters in Consulting  
  
Consultants who lead with empathy build deeper relationships, uncover more accurate insights, and drive sustainable change.  
  
Benefits include:  
- Increased trust  
- More honest feedback  
- Greater client engagement  
- Reduced resistance to change  
- Higher long-term retention  
  
Real-World Story: The Stuck Salesperson  
  
I once worked with a salesperson who had been in the business over a decade. He wasn’t failing—but he wasn’t growing. He blamed the market, the inventory, the customers.  
  
When I first approached him with ideas, he dismissed them. “I’ve been doing this 20 years. There’s nothing I haven’t seen.”  
  
Rather than push harder, I leaned into empathy.  
  
I said, “You’ve seen a lot. What’s changed the most over the years?”  
  
That question opened the door. We didn’t talk tactics—we talked identity. Eventually, he began asking me, “What do you think about this idea?”  
  
The shift wasn’t because I was smarter—it was because I respected his experience before I offered my own.  
  
That’s the power of empathy.  
  
How to Develop Greater Empathy  
  
1. \*\*Listen to Understand, Not to Reply\*\*  
 - Drop the internal script. Be present.  
 - Ask: “What am I missing?” instead of “What do I say next?”  
  
2. \*\*Validate Before You Redirect\*\*  
 - Say things like: “That makes sense.” or “I’d probably feel the same.”  
 - This doesn’t mean agreement—it means acknowledgment.  
  
3. \*\*Ask “Feeling” Questions\*\*  
 - Instead of “What happened?” ask, “How did that affect you?”  
 - Go from facts to feelings.  
  
4. \*\*Practice Empathy in Non-Business Settings\*\*  
 - Family. Friends. Strangers.  
 - How you treat people when no money’s involved reveals your true empathy.  
  
Reflection Questions  
  
- When have you felt most seen and understood? What did that person do?  
- In your recent client interactions, how much listening vs. talking did you do?  
- Where are you quick to judge instead of curious to learn?  
  
The Consultant’s Challenge: Empathy Without Ego  
  
Empathy doesn’t mean you’re weak. It doesn’t mean you let clients walk over you.  
  
It means you care enough to \*really know\* them—so that when you offer insight, it lands with impact.  
  
Closing: Make Empathy Your Superpower  
  
Clients won’t always remember your frameworks. But they’ll remember how you made them feel.  
  
They’ll remember that you didn’t just solve a problem—you saw a person.  
  
Empathy is what makes consulting human. It’s what turns clients into partners. It’s what turns advice into action.  
  
So make empathy your superpower. Not just sometimes. Not just when convenient. Every day.  
  
Because that’s what passionate consultants do.

# Chapter 10: The Power of Failure – A Path to Growth and Innovation

Failure is often perceived as a negative outcome, yet it is one of the most powerful catalysts for growth and innovation. In the consulting field, where the stakes are high and the challenges are complex, embracing failure can transform setbacks into valuable learning experiences. By fostering a growth mindset and resilience, consultants can navigate the path from failure to success, creating a dynamic and evolving career that is both rewarding and impactful.

Many successful consultants have faced significant failures before achieving their goals. Consider the story of a young automotive consultant working with an F&I team. One particular salesperson he worked with was struggling—barely selling five cars a month and convinced the car business just wasn’t for him. But this consultant saw something different. He saw talent. He saw heart. Most importantly, he saw someone being defined by their failures instead of being inspired by them. Together, they worked to reshape the salesperson's mindset—not just through technique, but by changing how he viewed setbacks.

They began journaling after every failed sale—noting what went wrong, which moments felt nerve-racking, where confidence dipped, and what felt off in the process. Over time, trends emerged. The salesperson began to see that failure was a map, not a verdict. He grew to 10 sales, then 15, then 20. Today, failure still happens—but it no longer breaks him. It teaches him. It fuels him. That shift was everything.

The key to turning failure into success lies in adopting a growth mindset. This involves viewing setbacks as opportunities for learning and growth rather than as insurmountable obstacles. Consultants with a growth mindset are more likely to experiment with new ideas, take calculated risks, and continuously improve their skills. They understand that failure is an inevitable part of the journey toward excellence and use it as a tool for self-development.

To cultivate a growth mindset, consultants can:  
• Reflect on Experiences: Regularly analyze and document both successes and failures to identify patterns and areas for improvement.  
• Seek Feedback: Actively solicit feedback from colleagues, mentors, and clients to gain diverse perspectives and insights.  
• Set Realistic Goals: Break down larger objectives into manageable steps and celebrate small victories along the way.  
• Embrace Challenges: View challenges as opportunities to develop new skills and push boundaries.

Perseverance is essential in the face of failure. Many successful consultants will attest that sometimes, you are only one step away from achieving your goals. It is crucial not to give up and to persevere through adversity. When faced with setbacks, maintain focus on the long-term vision and continue to push forward. The determination to overcome obstacles can lead to breakthroughs and remarkable achievements.

Support systems play a crucial role during these times. In the car business, this often means leaning on general managers, dealer principals, colleagues, or even your family. One consultant shared how during a rough patch—when deals were drying up and motivation was low—he sat down with his GM and spouse to revisit his goals. Together, they rebuilt his plan, brought in new resources, and gave accountability check-ins. Those conversations reignited his fire. Sometimes, being on the outside of the stress and emotion allows others to help you realign when you’re too deep in it to see clearly.

Failure often forces consultants to think outside the box and explore new approaches. When traditional methods do not yield the desired results, the need to find alternative solutions can spark creativity and innovation. Embracing failure as a learning opportunity encourages consultants to take risks, experiment with novel ideas, and develop unique strategies that set them apart from the competition.

To reframe their mindset toward setbacks, consultants can take the following actionable steps:  
• Normalize Failure: Recognize that failure is a natural part of the learning process and does not define one's abilities.  
• Analyze and Learn: Conduct a thorough analysis of failures to understand the underlying causes and extract valuable lessons.  
• Share Experiences: Openly discuss failures with peers and mentors to gain insights and support.  
• Celebrate Effort: Acknowledge and celebrate the effort put into trying new things, regardless of the outcome.  
• Develop Resilience: Build emotional resilience by practicing self-compassion and maintaining a positive outlook.

Failure is not the end but rather the beginning of a journey towards growth, innovation, and success. By embracing failure, adopting a growth mindset, persevering through challenges, and seeking support from mentors, family, and friends, consultants can turn setbacks into stepping stones for a dynamic and impactful career. Let failure be the catalyst that propels you toward becoming not just a better consultant—but a more resilient, insightful, and passionate human being.

# Chapter11: Embracing Your Passion – A Journey to Success for Consultants

Let me start with a story about a consultant named Alex. Early in his career, Alex was struggling to find his place in the consulting world. Despite having technical knowledge and industry experience, something felt off. It wasn’t until he attended a conference with several of his peers that a lightbulb went off. As he spoke to some of the most successful consultants in the room, he realized they all had one thing in common: a clear passion for what they did. They weren’t just in it for the income or growth—they were on a mission. Each had a personal statement that anchored their purpose. That was something Alex never thought about before.

That night, Alex began drafting his own mission statement—not about numbers or accounts, but about impact. He realized his greatest fulfillment came when he helped dealership teams uncover their own strengths. From that moment on, he wasn’t just sharing knowledge—he was delivering it with fire. His tone changed. His presence changed. And his results changed. Passion didn’t make him better at facts—it made him better at connection.

Embracing your passion doesn’t just change what you do—it transforms how and why you do it. This chapter will walk you through the strategies, real-world examples, and activities that can help you identify, align with, and live your passion as a consultant.

1. Identify Your Passion  
Ask yourself:  
• What topics or activities do I find myself drawn to, even outside of work?  
• What makes me lose track of time because I’m so engaged?  
• What do others often compliment me on or seek my advice about?  
Your passion is often hiding in plain sight. Finding it is about paying attention to what lights you up when no one’s watching.

2. Integrate Passion with Professional Goals  
Once you identify your passion, look for ways to align it with your consulting work. Maybe you love mentoring—build it into how you lead clients. Maybe you're energized by creativity—offer fresh solutions that surprise and delight. Passion doesn't mean changing everything. It means infusing everything with energy and purpose.

3. Develop Skills and Knowledge  
To turn passion into performance, you need competence. Passion without preparation becomes chaos. Seek out mentors. Take courses. Sharpen your tools. Every rep you put in reinforces your purpose with confidence.

4. Maintain Enthusiasm and Motivation  
You won’t feel fired up every day. But you can stay aligned. Build habits that remind you of your 'why.' Reflect weekly. Read something inspiring. Talk with others who are mission-driven. When passion dips, don’t panic—reconnect.

5. Use Passion in Sales and Client Relationships  
Clients aren’t just buying your solution. They’re buying your belief in it. When you speak with genuine energy, people feel it. Share why this matters to you. Show them your mission. Passion builds trust. Trust builds deals.

Real-Life Case Study: Sarah, a consultant who came from a college coaching background, realized her love for motivation and discipline translated perfectly into consulting. She treated each client like an athlete—breaking down their game film (sales data), building practice schedules (training plans), and cheering from the sidelines. Clients loved it. Why? Because she brought who she \*was\* to what she \*did\*.

Role Play Activity – Passion Mapping: Ryan, a trainee consultant, wrote that football and baseball were his life. He loved the rush of performance and competition. We mapped how that same fire lived in the sales floor—where every pitch was like a play, every month a season. He saw how he could coach salespeople with that energy. That insight alone changed the way he showed up at every dealership.

Role Play Activity – Passion Inspired Pitch: Jake, another consultant, used sports metaphors when pitching to new clients. He explained the difference between amateurs and professionals—the prep time, the mindset, the culture. He told clients how he prepared for meetings like athletes prepared for game day. It showed. Clients felt his belief and followed his lead.

Weekly Integration Tracker: Jake later started tracking how he applied passion each week—whether it was in prep, in a team huddle, or in how he celebrated others' wins. It wasn’t about flashy effort. It was about consistent presence. Passion isn’t always loud. It’s often quiet—but intentional.

Conclusion  
Passion isn’t just a feeling. It’s a strategy. When you embrace it fully—define it, develop it, and deliver with it—you become more than a consultant. You become a force of clarity and conviction in an industry full of noise. So don’t wait. Let your passion move from theory… to practice… to transformation. Because someone out there is waiting for what only your passion can bring.

# Chapter 12: Integrating Passion into Consulting Work

In the realm of consulting, passion is not just an emotion; it is a powerful force that can transform a consultant's approach to their work, making them more committed, innovative, and trustworthy.

By harnessing one's passions and integrating them into professional life, consultants can bring a unique perspective and energy to their work. This chapter provides practical steps and real-world examples to illustrate the impact of passion in consulting and includes role play exercises to help consultants develop and apply their passions.

1. Identifying Core Passions  
Begin by reflecting on what truly excites and motivates you. Whether it is a specific industry, a type of problem-solving, or a particular aspect of business, understanding your core passions will help you focus your consulting efforts where you can make the most impact.

2. Relating Passions to Business Goals  
Once you have identified your passions, consider how they can be applied to your consulting projects. For example, if you are passionate about sustainability, you can specialize in helping businesses develop eco-friendly practices. This alignment not only enhances your satisfaction and performance but also adds value for your clients.

3. Communicating Passion to Clients  
Clients are more likely to trust and engage with a consultant who is visibly passionate about their work. Use your enthusiasm to build rapport and demonstrate your commitment to achieving the best outcomes for your clients.

4. Continuous Learning and Growth  
Passion fuels curiosity and a desire for continual improvement. Stay up-to-date with the latest trends, technologies, and methodologies in your area of interest.

5. Translating Passion into Action  
Finally, channel your passion into actionable strategies that drive results. Set clear objectives and timelines, leverage your resources effectively, and be proactive in addressing challenges.

Real-World Story: A dealership consultant with a deep love for sports realized that his passion for competition, preparation, and winning could be transferred into his consulting. The dealership had 25 salespeople and four F&I managers.

He began to inject a sense of healthy competition into the sales culture—encouraging leaderboard tracking, recognition, and even training reps like athletes. The passion became infectious, sparking new life into monthly goals and camaraderie.

The result? Increased performance, stronger engagement, and a more vibrant, fun environment to work in. His passion for sports created a ripple effect of excitement across the store.

Role Play Example – Passion Mapping: Ryan wrote how football and baseball were his life. He loved being on the field, feeling the rush of performance and winning. He related that same passion for sports to helping drive the competitive fire within salespeople. He introduced incentives and public rankings because, as he said, 'No good salesperson or F&I manager wants to be at the bottom.' His fire created results.

Role Play Example – Passion Inspired Pitch: Jake, when pitching to new clients, discussed the difference between an amateur and a professional. Since his passion was rooted in sports, he used analogies about how much more time athletes spend preparing than performing. He explained how that mindset shaped elite cultures—and how he applied the same preparation to every client meeting. His belief made his pitch unforgettable.

Jake’s Passion Tracker: Later, Jake created a personal tool—a Passion Integration Weekly Tracker—where he would note daily how he integrated passion into work: from pre-meeting rituals to coaching to client follow-up. This kept his energy aligned, focused, and intentional. It wasn’t about flashy performance—it was about daily presence.

Conclusion  
Integrating passion into consulting work is a transformative approach that can enhance commitment, innovation, and trustworthiness. By identifying core passions, aligning them with business goals, communicating them authentically, continuously learning, and translating passion into real action, consultants can stand out—and truly make a difference. The more you align with your passions, the more impactful your work becomes.

## ****Chapter 13: Living Passion Every Day – A Personal Journey****

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.” — Steve Jobs

### Introduction: Passion as Identity

At this point in the book, you’ve explored how passion shapes your consulting, your relationships, your growth, and your company culture. But now it’s time to look inward.

This chapter isn’t about strategy—it’s about identity.

Passion isn’t something you switch on during a presentation or pitch. It’s how you live. It’s how you show up when no one’s watching. It’s who you are—on the hard days, in the quiet moments, and when nobody’s cheering.

Living passion every day isn’t about perfection or performance. It’s about presence. It’s about choosing alignment over adrenaline, and consistency over hype.

### What Does It Really Mean to “Live Passion”?

To live passion every day means you’re anchored. You show up with intention, fueled by purpose—not pressure. You don’t chase success to feel whole. You bring wholeness into everything you do.

You act like everything matters—because it does. Your tone, your follow-through, your energy, your integrity.

### The Five Tenets of Living Passion Every Day

#### 1. **Align With Your Why—Especially When You’re Tired**

When energy fades, your habits take over. That’s when you need your why the most. Like a golfer clinging to the memory of one perfect shot after ten bad ones, passion on the hard days is what keeps you from giving up.

Passion isn’t about motivation—it’s about direction.

#### 2. **Show Up for Yourself**

Passionate consultants don’t just prep for clients—they prepare for themselves. They journal. They work out. They learn. Not for praise. For integrity.

You do it because it matters. You do it because you matter.

#### 3. **Make the Unseen Moments Count**

It’s easy to show up when others are watching. But the real growth? It happens in silence. A podcast on your drive. Practicing a close at night. Sending a kind word to a teammate. The small, consistent reps no one claps for—that’s what builds greatness.

Passion isn’t loud. It’s loyal.

#### 4. **Be the Energy**

In every meeting, every call, every room—you bring the temperature up. You’re not fake-hyped. You’re engaged. Present. Focused. Passion isn’t noise. It’s connection.

People don’t follow volume—they follow presence.

#### 5. **Choose Growth Daily**

You’re not perfect. That’s not the goal. The goal is to grow. Passionate consultants reflect, adjust, ask hard questions, and stay open to feedback. They don’t just work hard—they work intentionally.

### Daily Habits That Keep Passion Alive

* **Prepare with purpose** – Don’t just show up. Show up ready.
* **Reconnect with your why** – Especially before tough conversations.
* **Reflect daily** – “Where did I live my values today? Where didn’t I?”
* **Celebrate effort, not just outcomes** – Progress is the passion.
* **Create rituals of renewal** – Guard your energy, not just your time.

### Real-Life Stories: Quiet Passion in Action

**Mike’s Story**: A veteran consultant who wasn’t flashy—but he showed up. Every client stayed with him. Why? Because he didn’t just do consulting. He was a consultant. And his consistency built loyalty.

**Another Consultant’s Win**: One consultant, in the middle of a brutal week of rejection, leaned into his morning routine—coffee, reflection, a short workout. No big wins. Just one big truth: he didn’t quit. That was the win.

### When Passion Feels Hard

You won’t feel passionate every day. Some days you’ll be tired. Frustrated. Numb.

But passion isn’t excitement—it’s alignment.

Even when joy isn’t loud, you can stay grounded. Even when motivation dips, you can keep showing up with purpose. That’s not weakness. That’s strength.

### Living Passion Beyond Work

Passionate consultants aren’t just “on” when the cameras roll. They bring the same energy home—to their families, friendships, and communities.

They live passion at dinner, on walks, in hard conversations, and in simple acts of kindness.

Because who you are when no one’s watching… is who you are.

### Closing: Passion as a Way of Life

You don’t need more time for passion. You need fewer blocks. Let go of fear. Let go of performance. Let go of needing to prove anything.

Be impressed—by the people you serve. The growth you get to chase. The journey you’re privileged to walk.

Passion isn’t a tactic. It’s a thermostat.  
You don’t react to the room—you set the tone.  
You don’t perform passion—you live it.  
And when you live it fully, every day—you don’t just build a business.  
You build a life worth showing up for.

# Chapter 14: Leading with a Passionate Consulting Culture

Leadership isn’t just about guiding others—it’s about embodying the values and passion you want your team to reflect. If you want a passionate consulting culture, you must live it from the top down.

This chapter explores how leaders—especially in dealership environments—can take the principles of passionate consulting and embed them into the DNA of their teams. When done right, passion becomes the norm, not the exception.

Start by remembering this: your people don’t remember every metric you enforce. They remember how you made them feel about showing up each day. Were they empowered? Supported? Seen? Passionate leadership is about building a team that doesn’t just hit goals—but wants to.

Fostering a Positive Culture:  
Create a place where people feel valued. One dealership group I worked with truly impressed me—not because of their size or volume, but because of their culture. They had almost no turnover, and you could feel the family environment the moment you walked in. Why? Because their leadership rewarded effort and excellence with sincerity.

Bi-annually, if a store hit its sales and customer satisfaction goals, the \*entire management team\* from that store got an all-expenses-paid trip. Families included. The trips were staggered so no store was left short-staffed. These weren’t just perks—they were proof. The owner’s family joined the trip. Bonds deepened. People felt valued. Passion was rewarded and reinforced.

Actionable Strategies:  
• Set Cultural Standards: Define what a passionate culture looks like. Share it. Live it.  
• Reward Values, Not Just Results: Celebrate effort, growth, coaching moments—not just numbers.  
• Give Recognition That Matters: Public shoutouts, private notes, personalized rewards—whatever reinforces the behavior you want to see.

Developing Passionate Leaders:  
You don’t need everyone to be naturally charismatic. You need them to care. And you need to equip them to lead with heart.  
• Invest in Leadership Training  
• Model Vulnerability  
• Encourage Mission Statements  
A passionate leader doesn’t have all the answers—but they ask the right questions. They stay curious. They keep learning.

Empowering Your Team:  
Empowerment means giving people ownership.  
• Let your managers own projects and initiatives  
• Encourage autonomy  
• Celebrate innovation—even if it doesn’t always work

Remember, the best environments aren’t built on fear—they’re built on trust.  
And passionate leadership builds trust by showing up consistently, communicating clearly, and making decisions that reflect shared values.

Final Thoughts:  
If you want your team to be passionate consultants, you must lead like one. Set the tone. Protect the culture. Live your values so loudly they become contagious. When your people feel it, they live it.  
And that’s how performance becomes purpose.

Lead with heart. Lead with passion.  
Lead the way.

# Conclusion: The Call to Passion

You’ve reached the end of this book, but in many ways, this is just the beginning.

Becoming a passionate consultant isn’t a tactic or a temporary identity—it’s a commitment. It’s a way of showing up to life and work with clarity, integrity, energy, and purpose. It’s not just about what you say—it’s about how you listen. It’s not just about what you know—it’s about how much you care.

You now have the tools, strategies, stories, and frameworks. But none of that will matter unless you move. Action is the catalyst that turns knowledge into momentum. Passion without action is potential wasted.

A Simple Challenge

Start today. Start now.

Pick one thing you’ve learned that resonated with you. Write it down. Commit to it for the next 7 days.

Whether it’s empathy, preparation, journaling, coaching your team differently, or simply showing up with more energy—choose something. Make it visible. Make it real.

You don’t have to transform overnight. You just need to move in the direction of passion—consistently.

Be the Difference

The world is saturated with people chasing results without reflection. Be different.

Be the person who asks better questions.  
Be the person who lights up the room without saying a word.  
Be the consultant who doesn’t just close deals—but opens minds.

You may not always see the results immediately. But over time, people will notice. Clients will return. Teams will shift. Cultures will change.

That is your ripple effect.

The Dog Analogy

If you ever need a reminder of what pure, undiluted passion looks like, look at a dog.

They greet you like it’s the best moment of their day—every day.  
They live in the moment. They give love freely. They don’t wait to be told to show up fully—they just do.

They don’t calculate value—they give it.  
They don’t hold back joy—they share it.  
They live with presence, loyalty, and unshakable enthusiasm.

What if we lived like that? What if we consulted like that?

With joy. With consistency. With heart.

Your Turn

There is no secret formula. No guru coming to save you.

You are the strategy.  
You are the differentiator.  
You are the spark.

Go be the passionate consultant only you can be.

The world is waiting.

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