

THE  
CONSULTANCY  
GROWTH  
NETWORK

WOW



EVALUATE YOUR PERFORMANCE IN KEY AREAS

ABRIDGED REPORT

# BENCHMARKS FOR CONSULTING BUSINESSES 2026



# HOW TO USE THIS REPORT

Welcome to Consultancy BenchPress 2026. This abridged report is much more than just benchmarks. It's a decision-making tool built from the real experiences of hundreds of UK consultancy leaders just like you. Here's how to get the most from it.



## SEE HOW YOU COMPARE

As you read each section, note where you sit against the benchmarks. The consultancies that mature after reading Consultancy BenchPress are the ones willing to face reality.



## SPOT THE OPPORTUNITIES

Every consultancy has levers it can pull to raise the bar. Focus on the benchmarks where you're behind your competitors. Then make deliberate decisions to mature in collaboration with your team and TCGN Account Manager.



## CHALLENGE YOURSELF

Be open-minded and prepared for change - it's not always easy, but we've got your back. Talk to us if you have questions or need help reviewing your BenchPress performance.



WOW

Consultancy BenchPress is run by The Consultancy Growth Network (TCGN), the dedicated growth partner supporting boutique consulting firms to achieve their growth ambitions, and The Wow Company, an accountancy practice that specialises in working with £1m+ consulting and creative businesses.

## DATA FROM 352 INDEPENDENT CONSULTING BUSINESSES WITH REVENUES UP TO £50M

This year, we have analysed consultancies with revenue above and below £2.5m. Where there is a significant difference in performance between these two groups, we have shared it in this report. If the results are similar, we've shared the results for all consultancies.

# THIS YEAR'S HEADLINES



## LAST YEAR WAS THE WORST YEAR FOR GROWTH

Only 56% of consultancies grew revenue last year. That's the lowest growth figures since we started benchmarking consultancies in 2020. Larger consultancies were more likely to grow.



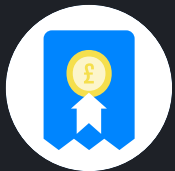
## PROFITS RISE

Despite the tough trading conditions, consultancies have seen a boost in gross margin (+4%) and operating profit (+5%). This is partly due to increased AI use, with 56% reporting reduced cost of delivery as a result of using AI.



## UTILISATION RATES INCREASE

Another factor behind rising profits is higher utilisation, driven by reduced headcount and fewer associates. After two years of decline, utilisation has increased across all roles and has now returned to levels typical of a healthy consulting business.



## DAY RATE SHIFTS

Day rates for Senior Managers, Client Directors and Partners have risen by 3–6%, but junior roles have declined. Rates for Analysts and Senior Consultants have fallen 3–7% as AI begins to reduce the perceived value of lower-level work.



## CASH BUFFERS INCREASE

The number of consultancies at risk (1 month or less of overheads as cash) has dropped from 12% to 9%. Those with six months or more of overheads as cash has risen from 22% to 31%, which is particularly important during times of macroeconomic uncertainty.



## CONFIDENCE DROPS

For the fourth year in a row, the Consultancy Confidence Indicator has dropped and it is now at its lowest level since COVID. The decline from 67 to 65 is a signal for consultancies to become more disciplined on the fundamentals that drive growth and profitability.

This abridged report contains a selection of insights from the full 57-page report. Become a member of TCGN to access all this year's benchmarks (including day rates, pricing on value and much more), our proven methodology, trusted experts and a vibrant learning community that will support your growth ambitions.

[LET'S GROW YOUR CONSULTANCY](#)

# THE DECISIONS THAT DRIVE CONSULTING PERFORMANCE



## BUILD A FORMAL GROWTH PLAN

Consultancies with a fully integrated growth strategy are more likely to grow. 63% grew last year, compared with just 42% of those operating on instinct. Despite this, only a quarter have a fully integrated plan.



## KEEP YOUR TEAM INFORMED

Consultancies that regularly update their team on strategic progress earn eight percentage points more gross margin than those who share the plan without a regular update cycle.



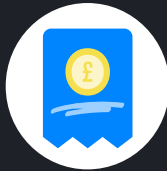
## FULLY DEPLOY AI, DON'T JUST TRY IT

Most consultancies now use AI, but only 15% have fully deployed it. Those that have are twice as likely to have high growth and profit. Those still trialling AI are least likely to have grown



## INVEST IN MARKETING

Consultancies spending 6–15% of revenue on marketing are much more likely to achieve profitable growth. 72% grew last year and delivered gross margins 8% higher than the rest.



## HOLD FIRM ON FEES

Most consultancies will discount fees on request, and those who do so regularly earn lower margins. The gap in gross margin between those who never discount and always discount is 17%.



## JOIN THE CONSULTANCY GROWTH NETWORK (TCGN)

TCGN members are more disciplined in their planning, they discount less, are more confident and achieve better commercial outcomes. The standout metric is gross margin: members average 47% versus 39% for non-members. It pays to be a member of The Consultancy Growth Network (TCGN).



## EXPLORE TCGN MEMBERSHIP

BOOK A CALL WITH BIANCA



# THE CONDITIONS FOR HIGH-PERFORMING CONSULTANCIES

## 1. RUNNING YOUR BUSINESS WITH AN INTEGRATED PLAN

Consultancies with an integrated growth plan significantly outperform those relying on informal or disconnected planning. This reduces wasted effort and allows investment decisions to build over time.

### TCGN MEMBERS BENEFIT FROM:

- proven planning frameworks built for consultancies
- space to step back, review and reset priorities
- external challenge to keep plans focused and joined up.

## 2. PROTECTING MARGIN AND INVESTING WITH CLARITY

Consultancies that discount less, track performance more frequently and act earlier generate higher margins, while those with clear positioning and priorities are more likely to achieve a return on investment.

### TCGN MEMBERS BENEFIT FROM:

- benchmarks and practical tools to improve pricing, utilisation and more
- earlier signals to protect margin before issues escalate
- clear positioning, conversion insights, and confidence in when to invest.

## 3. REDUCING RISK BY LEARNING FROM PEERS

Isolation is one of the least visible and most costly challenges for consultancy leaders. Solving problems alone slows down decisions and increases the cost of mistakes.

### TCGN MEMBERS BENEFIT FROM:

- a trusted peer community of consultancy leaders
- faster pattern recognition and better judgement
- fewer repeated errors.

## 4. BUILDING MATURITY, NOT DEPENDENCY

Higher-performing consultancies are less reactive and more confident in handling complexity and change.

### TCGN MEMBERS BENEFIT FROM:

- frameworks that strengthen leadership judgement
- ongoing perspective as the business evolves
- confidence to grow beyond founder dependency.

High-performing consultancies don't have access to better information, they create better conditions for making and acting on decisions. If you're already a TCGN member, start to apply your learnings from this report by speaking to your Account Manager. If you're yet to join, discuss your benchmarks with one of our Growth Experts.

DISCUSS YOUR BENCHMARKS



# CONTENTS

- 7 THE STATE OF THE CONSULTANCY NATION
- 12 AI
- 16 GROWTH
- 20 SALES AND MARKETING
- 25 PRICING

TCGN  
MEMBERSHIP  
STARTS AT **£399**  
PER MONTH

[EXPLORE MEMBERSHIP  
OPTIONS](#)



# CONFIDENCE



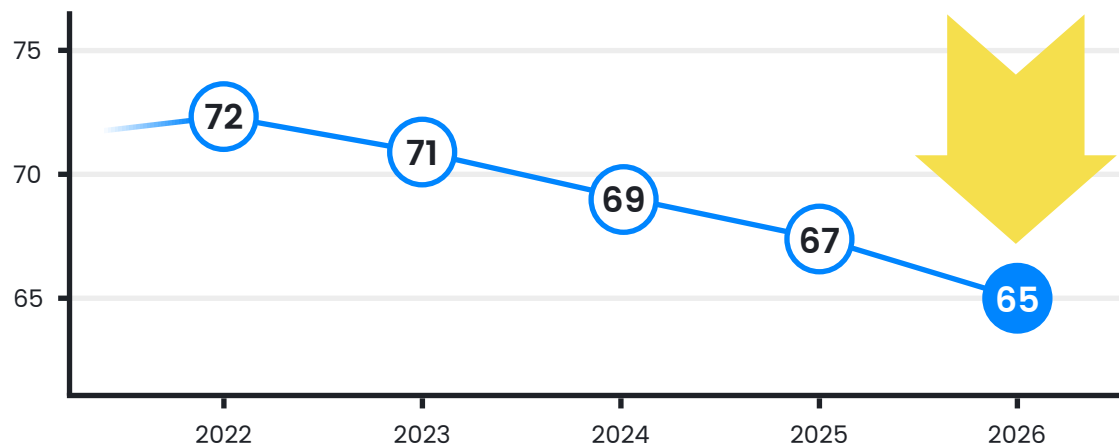
Every year, we track how confident consultancy business owners feel about the year ahead by asking them to give a rating out of 100.

**Above 50** - you're feeling confident.

**Below 50** - you're expecting this year to be worse than last year.

## Confidence drops

For the fourth year in a row, confidence has dropped to 65. It is now at its lowest level since COVID. This is a signal for consultancies to become more disciplined, more focused and more intentional about where they invest time and resources. Find out how to do this on the pages that follow.



Whenever you see this icon, the associated content is only available to TCGN members via the Growth Hub. All other links are available to everyone.

[EXPLORE TCGN MEMBERSHIP](#)



**SANJAY LIMBACHYA**

**BR ONE**

**THE  
CONSULTANCY  
GROWTH  
NETWORK**

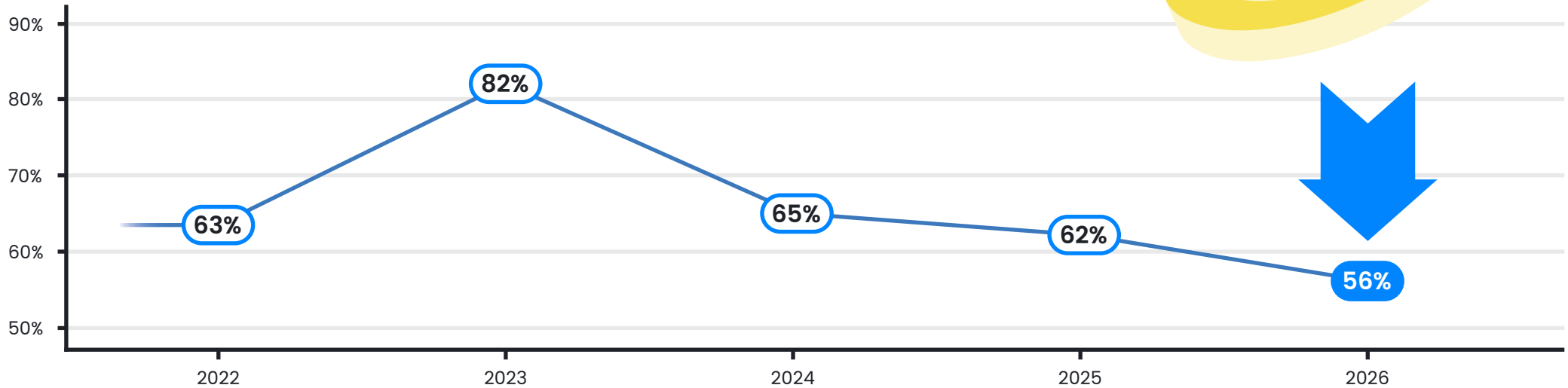
The leadership at BR One were unclear about how to grow into their next phase. Having sharpened their value proposition and commercial approach through membership of TCGN, they are now driving 50% growth.

[READ HOW CONFIDENCE GREW BR ONE](#)



# GROWTH TRENDS

## WHAT PERCENTAGE OF FIRMS GREW LAST YEAR?



## GROWTH SLOWS AGAIN

The post-covid peak of 2023 now feels very distant. The share of consultancies growing revenue has fallen for the third consecutive year. Just over half grew last year, the weakest showing in five years.

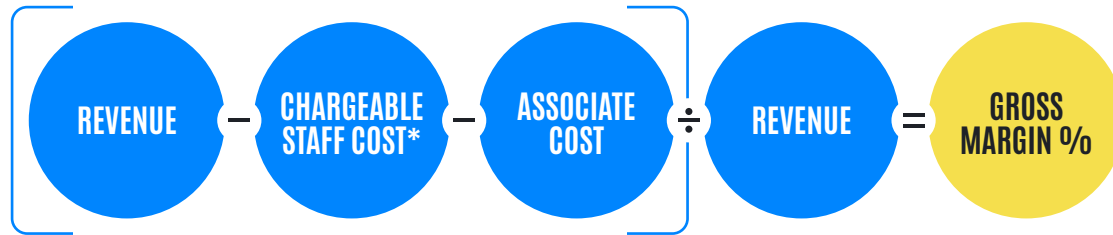


Discover more data and insights on growth from [page 16](#).



# GROSS MARGIN %

Your gross margin % is a critical KPI for a growing consulting business. It is calculated as follows:



\* Including all associated staff costs such as benefits, bonus, pension and National Insurance

## AVERAGE GROSS MARGIN = 45%

Average gross margin has jumped by 4% to 45%. This increase is driven by smaller consultancies (under £2.5m), who reported higher gross margins than those above £2.5m.

**COMPARE YOUR OPERATING PROFIT AND  
DISCOVER WHICH PROFIT LEVERS YOU CAN  
CONTROL ON THE NEXT PAGE**

## 5 ESSENTIALS TO BUILDING A SUPER-PROFITABLE CONSULTANCY

[READ THE SUMMARY INSIGHT](#)



[WATCH THE FULL WORKSHOP](#)

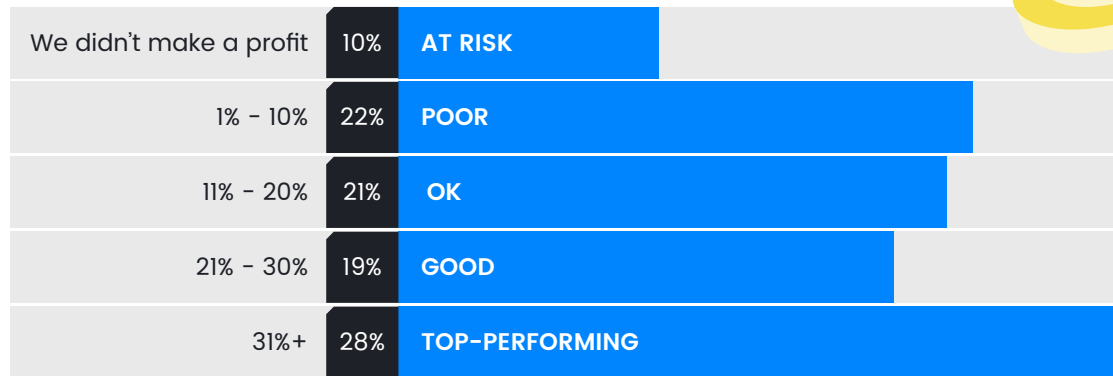


# OPERATING PROFIT

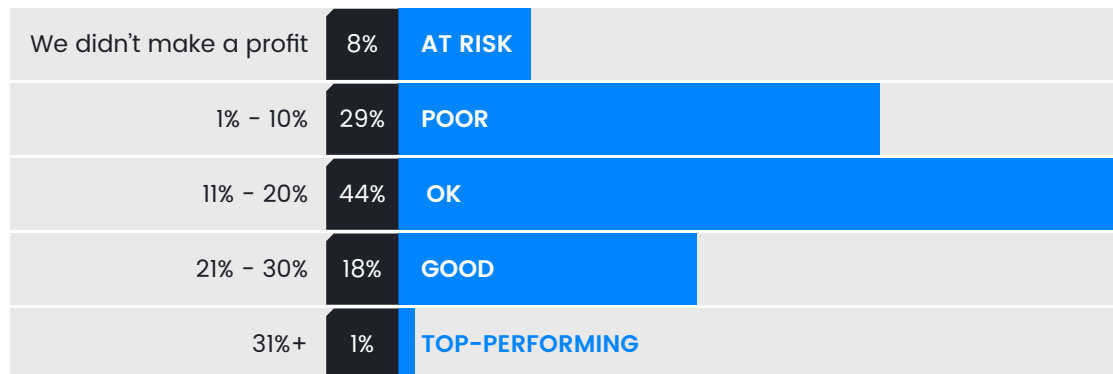


This is often referred to as EBIT – earnings before interest, tax and dividends. The figures below are adjusted to take into account a market-level remuneration for owners.

## OPERATING PROFIT FOR CONSULTANCIES UNDER £2.5M



## OPERATING PROFIT FOR CONSULTANCIES OVER £2.5M



# AVERAGE OPERATING PROFIT = 18%



Average operating profit has jumped by 5% to 18%. Once again, smaller consultancies performed better with an average operating profit of 21%, compared to just 13% for larger consultancies (over £2.5m).

Would you prefer to own and run a £10m business making 7% net or a £2m business making 35% net? Both make the same level of profit, but how you spend your days will be very different.

## HOW TO BOOST YOUR PROFIT

Based on 6 years of Consultancy BenchPress data, we know that successful consultancies focus on a few controllable profit levers, review them monthly and act early when performance drops.

Download the 90 day action plan to lift your gross margin.

**9 PROFIT LEVERS YOU CAN CONTROL**



# UTILISATION

	2026	2025	% Change
Partner	42%	39%	3%
Client Director	55%	52%	3%
Senior Manager / Principal	69%	65%	4%
Manager	77%	70%	7%
Senior Consultant	78%	73%	5%
Consultant / Analyst	78%	75%	3%

## UTILISATION RATES BACK TO 'NORMAL' LEVELS

Utilisation rates for all roles have risen after two years of decline. They're now back at the levels you'd expect for a healthy consulting business. This is one of the key reasons behind the boost in margins this year.

## LARGER CONSULTANCIES HAVE BETTER UTILISATION RATES

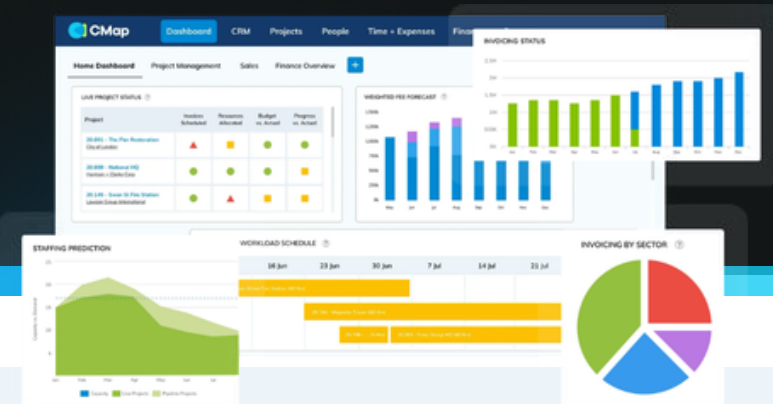
Consultancies over £2.5m in revenue have higher utilisation rates for the four most junior roles (between 2% - 4% higher). As you'd expect, these larger firms have lower utilisation amongst Client Directors (42%) and Partners (30%), as these more senior people are spending more time working ON the business, rather than IN it.

On average, a 1% improvement in utilisation will deliver a 20% improvement in operating profit. Discover what a 1% improvement would mean for you.

**CALCULATE YOUR UPLIFT** >



# Operations & intelligence platform for consulting firms



## Second guessing another tough year? Get complete visibility on 2026/7 today.

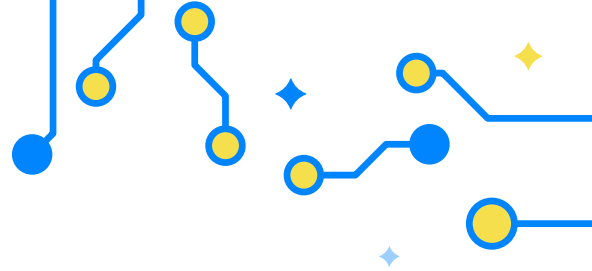
- ✓ CRM
- ✓ Timesheets & expenses
- ✓ Resourcing & HR
- ✓ Billing & revenue
- ✓ Reporting & dashboards
- ✓ Project management

...all powered by **CMap intelligence, AI & automation**

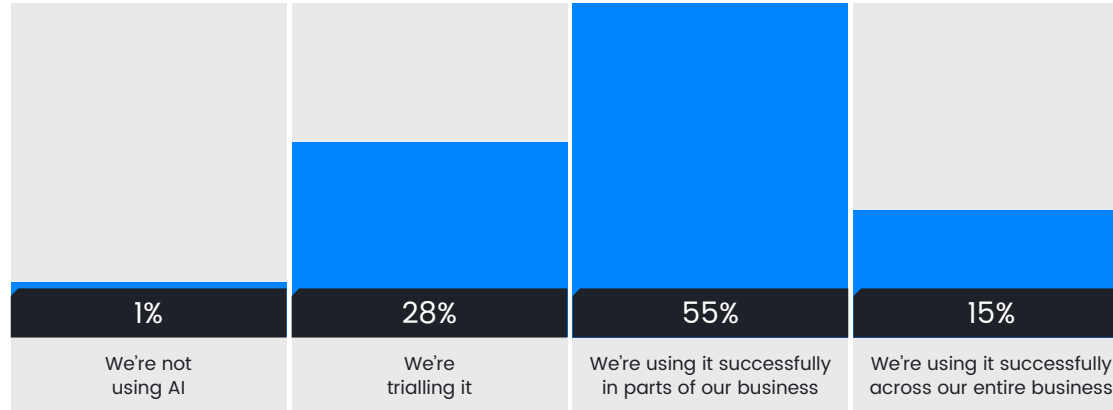
**FIND OUT MORE**



# AI OVERVIEW



## HOW WIDELY ARE YOU USING AI IN YOUR BUSINESS?



## WHAT CONSULTANCIES HAVE DONE WITH AI

	Under £2.5m	Over £2.5m
Run training sessions for our team on AI	41%	73%
Written an internal AI policy	35%	69%
Agreed on a company-wide AI platform or set of tools	44%	54%
Created an AI strategy	30%	45%
Invested in custom AI solutions within our business	29%	42%
Notified clients that we're using AI	30%	35%
Updated our T&Cs to reflect AI use	20%	25%
Measured the impact AI is having on our business	11%	12%

## AI MOVES FROM TRIAL TO SUCCESSFUL USE

Last year, around half of consultancies were using AI successfully; now it's over two-thirds. 15% have rolled it out across their entire business. That group is more than twice as likely to be an elite performer (high growth and profit). Those still trialling it are the least likely to have grown.

## LARGER CONSULTANCIES ARE MUCH BETTER AT AI STRATEGY & GOVERNANCE

There isn't much difference in the AI adoption rate between consultancies above/below £2.5m. However, larger consultancies are much more likely to be doing all the things on the list on the left, which means they're better placed to manage risk and capitalise on the AI opportunity.

## ARE YOU INVESTING IN THE RIGHT AI?

At TCGN, as part of our annual programme of events, we run regular AI roundtables for members to openly share what's working, what isn't and where they're seeing real commercial impact.

[EXPLORE AI ROUNDTABLES AND EVENTS](#) >

# AI RESOURCES

## HOW TO ACTIVATE AI TO GROW IN EFFICIENT AND EFFECTIVE WAYS

READ THE SUMMARY INSIGHT



WATCH THE FULL WORKSHOP



## BOOST YOUR SALES OUTREACH WITH AI

READ THE SUMMARY INSIGHT



WATCH THE FULL WORKSHOP

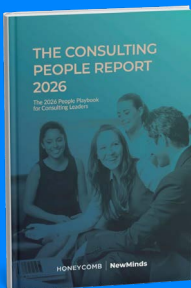


## HOW CONSULTANCIES ARE SUCCESSFULLY TURNING AI INTO A COMMERCIAL ADVANTAGE

READ THE SUMMARY INSIGHT



WATCH THE FULL WORKSHOP



### THE CONSULTING PEOPLE REPORT 2026

Five concrete moves you can deploy now to emerge from 2026 with clarity, momentum and a consulting team fit for the future.

DOWNLOAD



# NewMinds

## WONDERING HOW AI WILL IMPACT THE PEOPLE AND SKILLS YOU NEED IN YOUR TEAM?

New Minds works with boutique and challenger consulting firms to design and implement commercially impactful people strategies.

Get in touch if you would like to explore:

- The right organisation structure and workforce plan to deliver your business objectives
- How to optimise your people and performance processes
- What skills to hire and what skills to train as your team adapt to new ways of AI-enhanced working

FIND OUT MORE



CAROLINE BOSTON

MANAGING DIRECTOR  
NEW MINDS



# AI IS HAVING A POSITIVE IMPACT ON CONSULTANCIES

Consultancies are much more likely to report that AI has a positive impact on their business than a negative one. Whilst around a quarter reported that clients have taken work in-house or expect to pay less, nearly three times as many reported that AI is helping to drive efficiency. Over half of consultancies say that it has reduced their cost of delivery.

## 46% OF CONSULTANCIES ARE EXPERIENCING A POSITIVE FINANCIAL IMPACT. THEY ARE INVESTING IN:

1. custom AI solutions
2. delivering more value to clients
3. improving proposition/ differentiation.



## AI INVESTMENT IS MODEST FOR MOST, WITH RETURNS STILL HARD TO PIN DOWN

AI investment is limited across the boutique consulting sector, though firms turning over more than £2.5m are spending more. Around half of consultancies report a positive impact, but the value remains hard to quantify – and around a third say they are still unsure of the financial returns.



# HELPING CONSULTANCIES IDENTIFY CLEAR ROI AND BUILD DEFENSIBLE ADVANTAGES WITH AI

At AssumeAI we work alongside consultancy leadership teams to diagnose, design and implement AI systems that increase delivery capacity and strengthen your competitive advantage.

Whether you have a specific AI build or automation use case in mind, or you are unsure where exactly AI can help your consultancy business, let's have a conversation.

FIND OUT MORE



**HUGH DOWLING**  
CO-FOUNDER

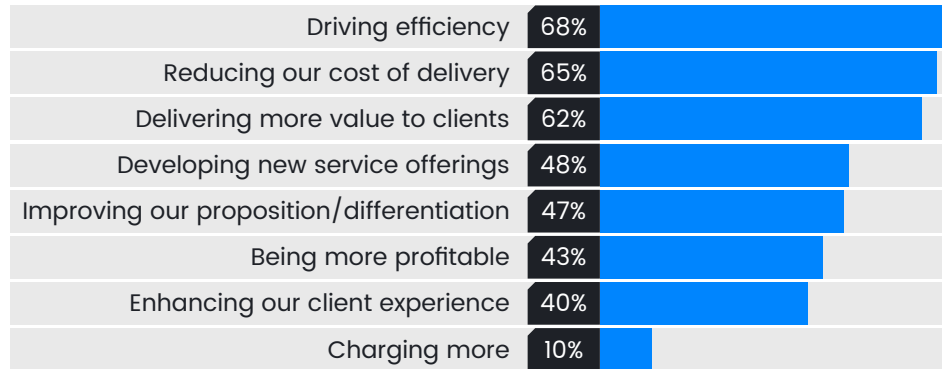


**RUPERT WISEMAN**  
CO-FOUNDER

# AI ROI



## WHERE DO YOU EXPECT TO ACHIEVE THE GREATEST RETURNS FROM AI?



## WHAT ARE THE BIGGEST BLOCKERS TO GREATER ROI FROM AI RIGHT NOW?



## THE BIGGEST BARRIER TO AI RETURNS IS CAPABILITY, NOT CASH

The main barriers to AI returns are quality concerns and lack of in-house expertise, each cited by over two in five. Budget ranks only third. For those over £2.5m, these challenges are amplified, with half citing risk and quality as their top concern.



# Wallace

**ALEXANDER EGERTON**

PARTNER, HEAD OF COMMERCIAL,  
IP AND TECHNOLOGY

Adopting AI can be transformative for consultancies, but using it without fully understanding the implications carries risk.

- What do you know about the vendor?
- Do your staff understand the risks and limitations?
- Can they critically assess the quality of AI outputs?
- What control will you retain over your data?

Wallace is well placed to provide a holistic review of AI adoption and use.

**FIND OUT MORE**



# GROWTH STRATEGY



## WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR GROWTH STRATEGY?

	Under £2.5m	Over £2.5m
<b>Instinctive and fluid</b> - more in the owners' heads than written down	18%	3%
<b>Strategic priorities</b> - we've agreed strategic priorities, but don't have a detailed plan to execute	37%	27%
<b>Annual planning</b> - we plan annually and then get on with the work, sometimes forgetting to refer back	25%	39%
<b>Fully integrated</b> - sales, marketing, resourcing and finance plans aligned to our strategic objectives, with regular reviews	20%	31%

## CONSULTANCIES GET BETTER AT PLANNING AS THEY MATURE

The instinctive approach to planning is almost entirely a sub-£1m phenomenon. Above £1m, it virtually disappears. The £1m threshold is where a real planning maturity jump takes place. Above this, 'fully integrated' triples from 10% to 31%.

## STRUCTURED PLANNING DRIVES GROWTH

Consultancies that have fully integrated plans with regular reviews are more likely to grow revenue. 63% grew last year, compared to just 42% of those consultancies who operate in a more instinctive and fluid way.

## AI BOARD ADVISER

The TCGN AI Board Adviser has been trained on all TCGN content and provides our members with faster answers to their most important questions.

[GET AI ADVICE IN AN INSTANT](#) 



**JIM RATHBONE**  
RATHBONE RESULTS

Rathbone Results grew from £500k to over £2.5m in three years. With support from TCGN they introduced a CEO, formalised their Board and established a clearer structure to enable growth beyond the founders.

[READ HOW RATHBONE SCALED](#) 

# PURSUING GROWTH

## WHICH OF THESE GROWTH STRATEGIES ARE YOU ACTIVELY PURSUING?

	Under £2.5m	Over £2.5m
Selling more to existing clients	70%	87%
Winning more of our current type of clients	75%	83%
Building strategic partnerships	63%	65%
Winning bigger clients with bigger budgets	44%	49%
Productising our services	40%	39%
Winning clients in new geographies	30%	39%
Increasing fees	27%	34%
Winning clients in a new sector	32%	33%
Broadening our services	18%	22%
Implementing a client referral programme	22%	18%
Creating tech that can be licensed	23%	16%
Narrowing our services	15%	16%
Buying other consultancies	3%	16%



TEN TOP TIPS TO ACCELERATE YOUR CONSULTANCY'S GROWTH

[DOWNLOAD THE LIST](#)



UNLOCK THE POTENTIAL OF YOUR CONSULTANCY'S STRATEGIC PLAN

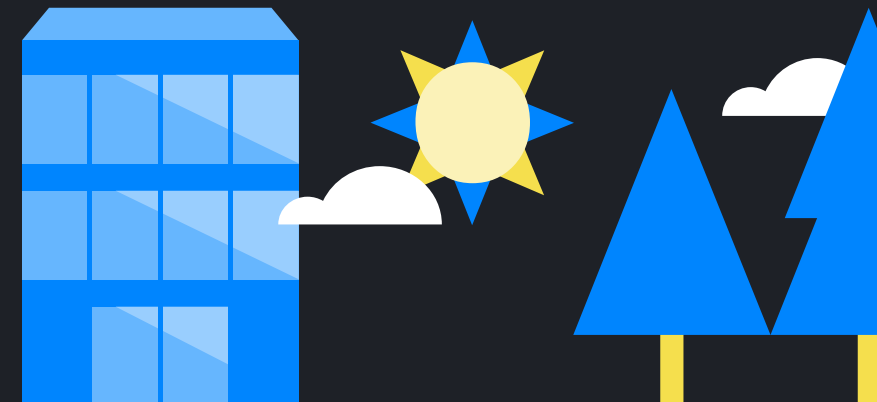
[READ THE GUIDE](#)

## LARGER CONSULTANCIES GREW MORE THAN SMALLER ONES. HERE'S WHY.

61% of consultancies over £2.5m grew revenue last year, compared with 53% of smaller consultancies. When you look at the chart on the left, you'll see why. The larger consultancies are much more likely to be executing growth strategies. Almost all of the options were more likely to be pursued by consultancies over £2.5m.

## LARGER CONSULTANCIES LEAN HEAVILY ON THEIR EXISTING CLIENT BASE TO GROW

The approaches most often used are winning more of the same type of client and selling more to existing ones, both used by over three-quarters of consultancies.



# THE BIGGEST GROWTH OPPORTUNITIES

Where consultancies are placing their bets for growth.



1



## WIN MORE OF YOUR CURRENT TYPE OF CLIENTS

The firms that are growing faster are not chasing everything. They are clearer on who they serve and why they win, which means their proposition is sharp and they're focused on what works.

ENHANCE YOUR VALUE PROPOSITION

GET STARTED



2



## SELL MORE TO EXISTING CLIENTS

Your best growth opportunities are already in your client base, but this is so often overlooked. The strongest consultancies build deeper relationships and they spot unmet needs early.

GROW YOUR EXISTING ACCOUNTS

GET STARTED



3



## BUILD STRATEGIC PARTNERSHIPS

The right partnerships can open doors you can't access yourself. They work best when they're built intentionally, around shared values, aligned positioning and a clear route to market. Read about why alliances fail and how to help them succeed.

WHY ALLIANCES FAIL

LEARN MORE



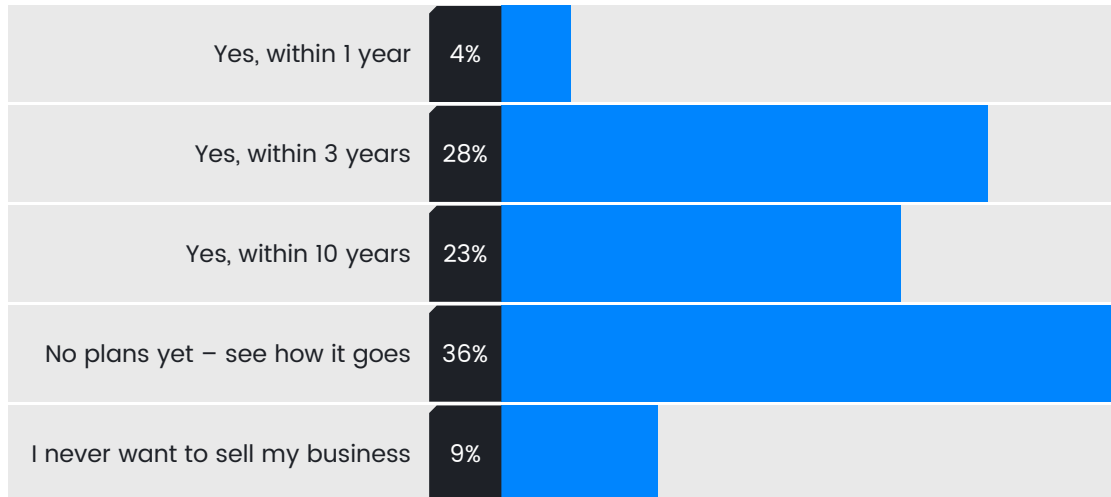
EXPLORE YOUR GROWTH PRIORITIES WITH TCGN

SPEAK TO BIANCA



# EXIT PLANNING

## DO YOU PLAN TO SELL YOUR BUSINESS?



## 55% OF OWNERS PLAN TO SELL THEIR BUSINESS

Most consultancy leaders think about selling when the time feels right. But in reality, the outcome of a sale is shaped a long time before that point.

The firms that achieve the strongest valuations and most attractive deals are usually the ones that have spent some time building a more mature business.

If a sale is something you may consider in the future, understanding how your business would be viewed by a buyer, and where your value could be strengthened, can shape the decisions you make now.

# 10 EXIT QUESTIONS THAT MATTER MOST

Selling or securing investment for your consultancy is one of the most significant business decisions you will make.

Find out the 10 questions you should know the answers to that could make the difference between a smooth, successful transaction and a stressful, costly failure.

[YOUR CONSULTANCY EXIT CHECKLIST](#)



[EXPLORE ALTERNATIVE EXIT STRATEGIES](#)



[PREPARE YOUR FIRM FOR SALE](#)

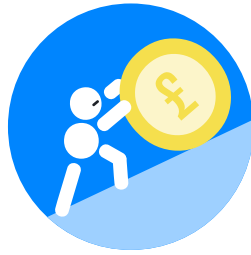


Many founders join TCGN not because they are ready to sell today, but because they want to build a consultancy with more strategic options in the future. Discuss your growth options with an expert.

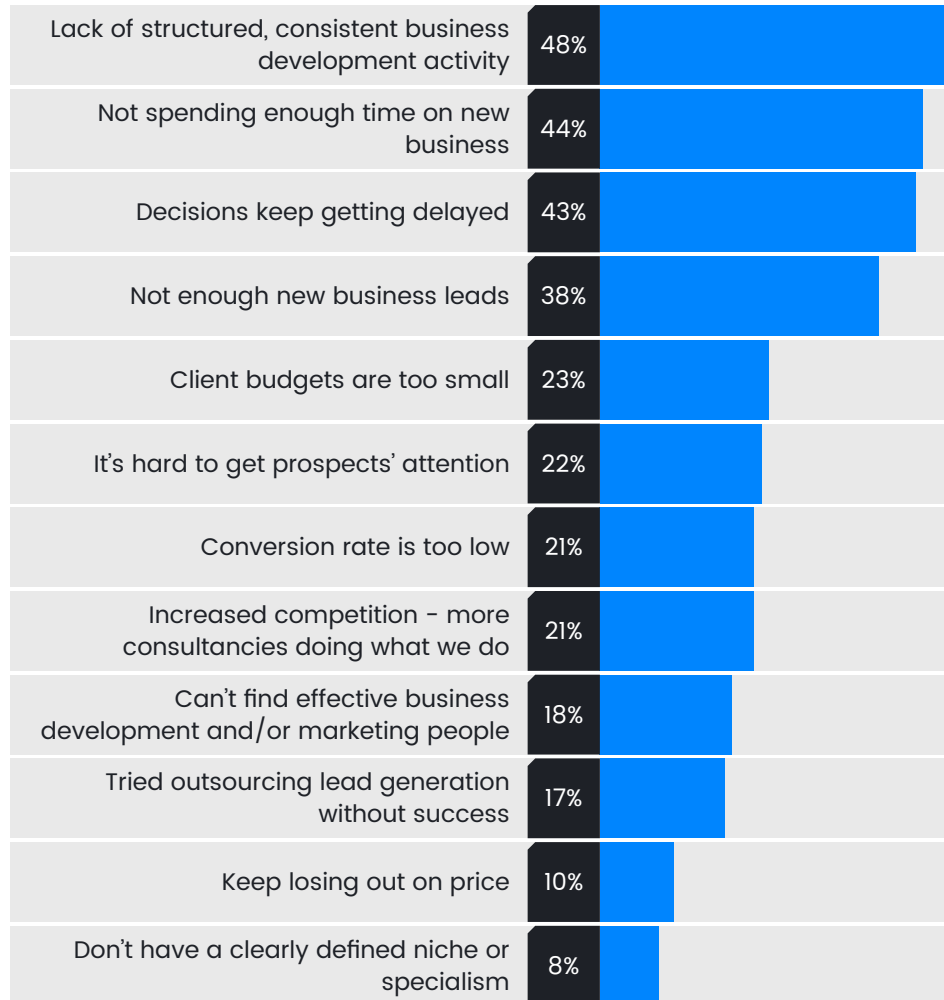
[BOOK A CALL](#)



# NEW BUSINESS CHALLENGES



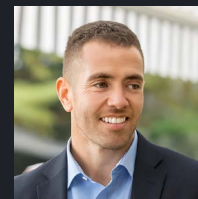
## WHAT ARE YOUR BIGGEST CHALLENGES WHEN IT COMES TO NEW BUSINESS?



# Be Developed.

BeDeveloped helps consulting firms turn reactive business development into a structured, repeatable early-stage sales engine that delivers a predictable, qualified pipeline.

[FIND OUT MORE](#)

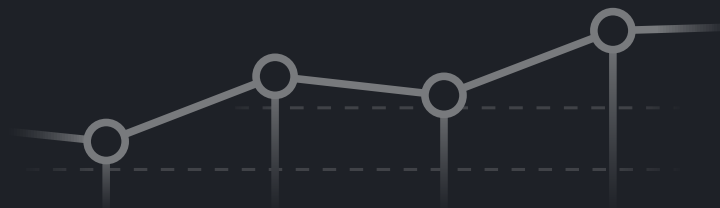


Luke  
Badiali



George  
Berrington

# SALES METRICS



WHICH OF THESE LEADING SALES INDICATORS DO YOU MEASURE?

	Weekly	Monthly	Quarterly	Not at all
New leads	41%	33%	11%	15%
Sales conversations	40%	31%	13%	16%
Proposals/presentations	39%	38%	10%	13%
Weighted pipeline value	33%	30%	12%	25%



## LARGE CONSULTANCIES HAVE THEIR FINGER ON THE PULSE

The tracking of leads, conversations, proposals and pipeline is far more common among consultancies over £2.5m. In fact, 89% of consultancies over £2.5m are measuring all four of these metrics at least quarterly, compared to just 61% of smaller consultancies.

### The Consultancy Sales Excellence Framework

THE CONSULTANCY GROWTH NETWORK

## IMPROVE YOUR SALES PERFORMANCE

The Consultancy Sales Assessment is a 5-minute questionnaire about your sales strategy, process, reporting, proposition and results.

Score your sales maturity against the Consultancy Sales Excellence Framework and uncover useful insights to win more business.

[START NOW >](#)

# REFERRALS

Nearly three-quarters of consultancies cite referrals as one of their top three ways of generating qualified leads. But how many are proactively seeking referrals through a client referral programme?

## HAVE YOU IMPLEMENTED A CLIENT REFERRAL PROGRAMME?

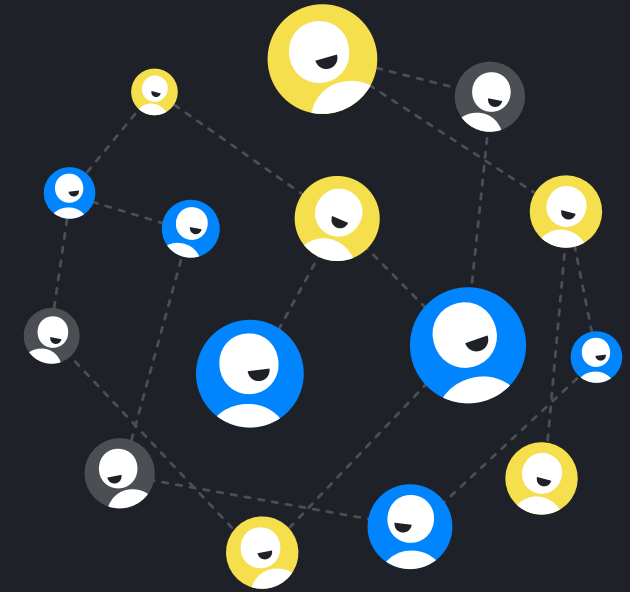
	Under £2.5m	Over £2.5m
We've not done this yet	60%	40%
Yes, but it lost momentum	15%	20%
Partly implemented with the senior team	19%	23%
Fully implemented	6%	17%

## REFERRAL PROGRAMMES DRIVE GROWTH

69% of consultancies with a fully implemented client referral programme grew revenue last year, significantly outperforming the rest.

## LARGER CONSULTANCIES ARE BETTER AT THIS THAN SMALLER ONES

Consultancies above £2.5m are nearly three times more likely to have fully implemented a client referral programme than smaller consultancies.



## HOW TO MAXIMISE YOUR REFERRAL STRATEGY

Making referrals a more dependable source of growth doesn't have to be arduous. Discover our practical guide to generating more consistent, high-quality referrals.

[READ THE SUMMARY INSIGHT](#)



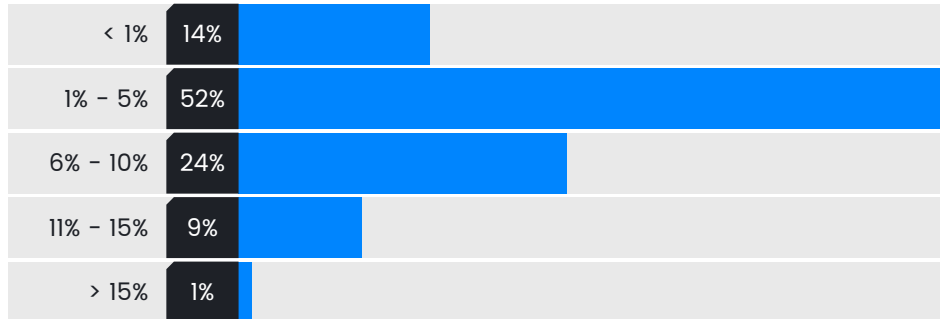
[WATCH THE FULL WORKSHOP](#)



# MARKETING SPEND



## WHAT % OF YOUR REVENUE DO YOU SPEND ON MARKETING?



Consultancies investing 6% – 15% of their revenue in marketing are much more likely to experience profitable growth. 72% grew last year, with an average Gross Profit 8% higher than the rest. 66% of consultancies are below this sweet spot. As a result, they experience slower growth and lower profit.

## HOW TO SPEND YOUR MARKETING BUDGET

**0% – 5%:** Focus on a clear niche, referrals, targeted outreach and LinkedIn.

**6% – 10%:** Invest in consistent, campaign-led content and track conversion.

**11%+:** Combine content, events, partnerships and selective paid activity to build brand strength and a more predictable pipeline.

**THE REASON CONSULTANCY MARKETING STALLS**



*mw* | The Message Works

## IS YOUR MARKETING INVESTMENT WORKING AS HARD AS IT SHOULD?

Winning new business is the number one challenge for consultancies.

Build a marketing strategy that grows your pipeline.

We've worked inside consultancies, boardrooms and newsrooms. We know what works. And what doesn't.

**FIND OUT MORE**



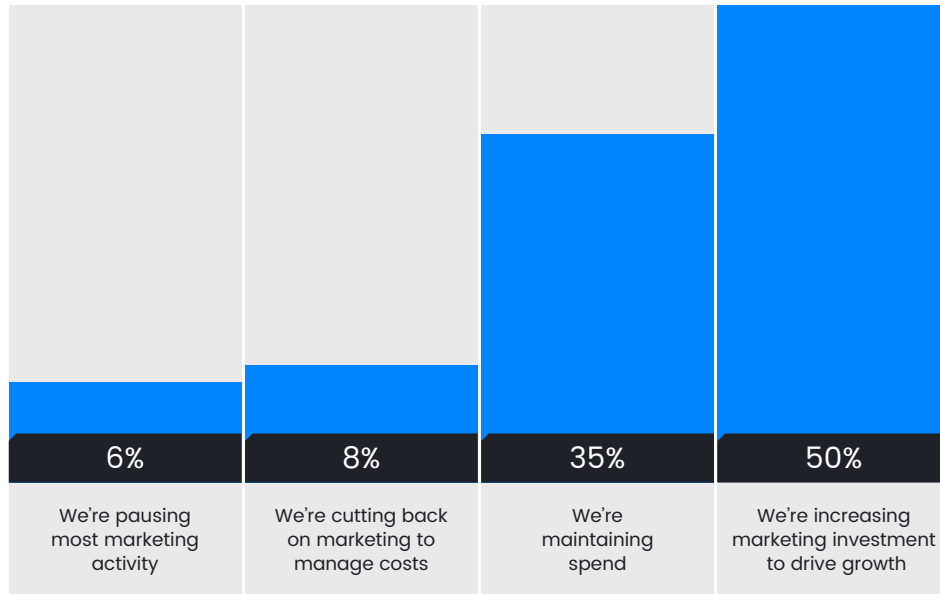
**LAURA ROBERTS**  
CO-FOUNDER



**GARY CLELAND**  
CO-FOUNDER

# MARKETING APPROACH

WHAT BEST DESCRIBES YOUR MARKETING APPROACH THIS YEAR?



## PLANNING GIVES CONFIDENCE TO INVEST IN MARKETING

You're more than twice as likely to be increasing marketing investment this year if you have a fully integrated approach to your growth strategy (see [page 16](#)).

Given the importance of investing in marketing, as demonstrated by the insights on the previous page, is it time you reimagined your marketing plan to give you the confidence to invest in the growth of your business?

# YOU DON'T HAVE A VISIBILITY PROBLEM. YOU HAVE A POSITIONING PROBLEM.

Tired of being the best-kept secret in your space? Great work and a strong track record should be winning you more - but if your positioning is weak, no amount of marketing will fix it.

Tylt turns boutique consultancies into the reference point in their market. In 4 weeks.

- ✓ 4x first contract values
- ✓ Fees up 15%
- ✓ Sales cycles halved

[BOOK YOUR POSITIONING PRIMER](#)

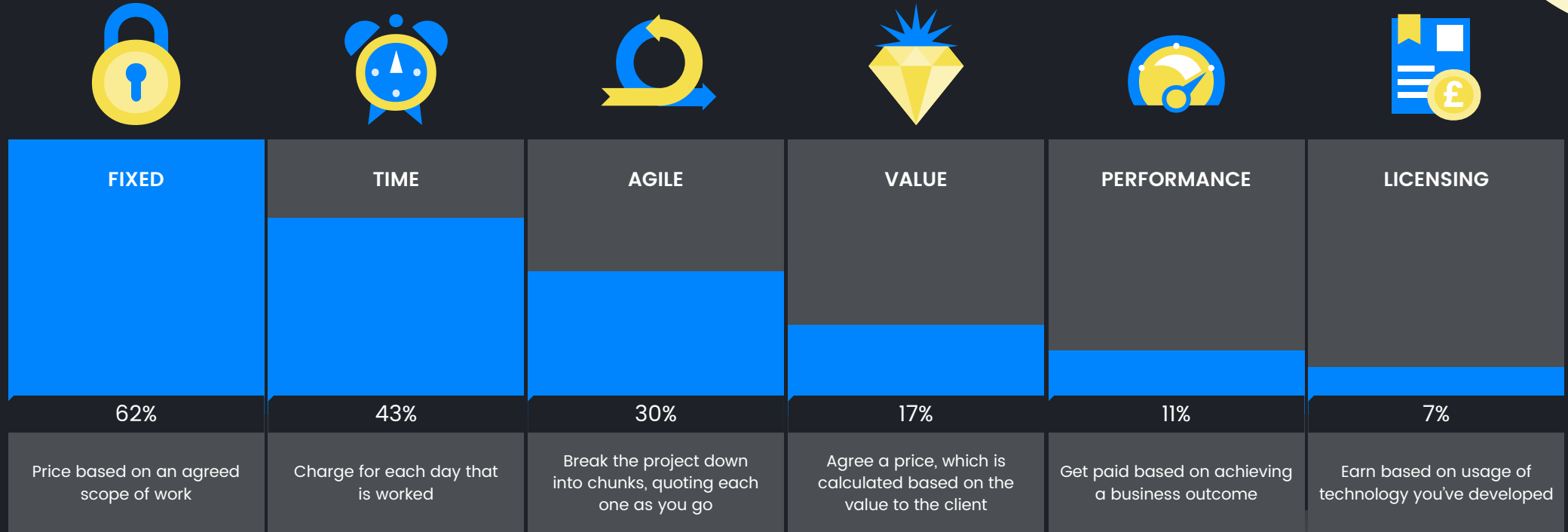


**TYLT**



# PRICING METHODS

WHICH OF THESE PRICING METHODS DO YOU USE IN YOUR CONSULTANCY?



## MOVE TO VALUE-BASED PRICING

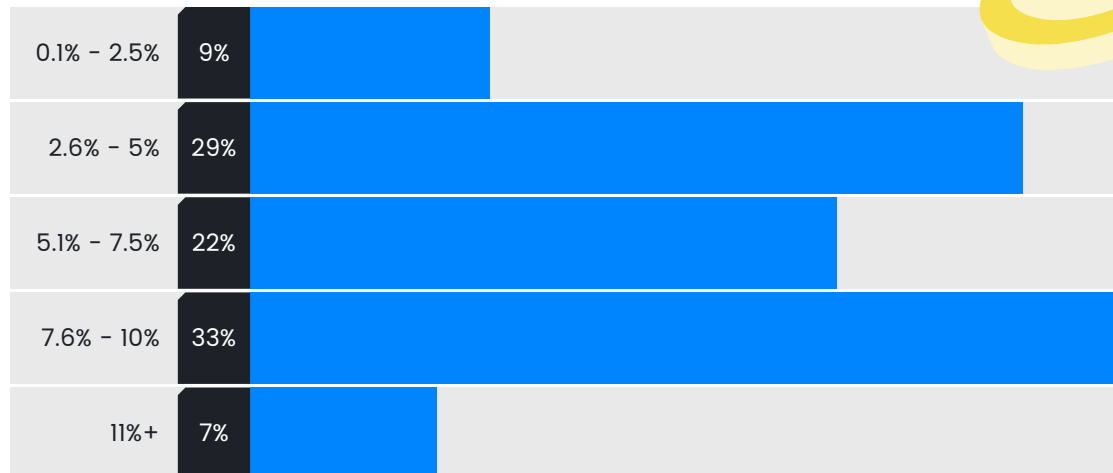
17% of consultancies use value-based pricing. These reported 4% higher gross margin than the rest.

# DISCOUNTING

**IF YOU'RE ASKED TO DISCOUNT YOUR FEES WITHOUT REDUCING THE SCOPE OF WORK, DO YOU?**

	% of consultancies	GM%
<b>Never</b> - we never discount our fees	11%	56%
<b>Rarely</b> - we hardly ever give a discount	50%	45%
<b>Often</b> - most of the time we will give a discount	37%	39%
<b>Always</b> - we always give a discount if asked	2%	39%

**WHAT PERCENTAGE DO YOU TEND TO DISCOUNT BY?**



**HOLDING FIRM ON FEES IS RARE BUT REWARDED WITH HIGHER MARGIN**

Most consultancies will discount fees on request, and those who do so regularly suffer lower margins. The gap in gross margin between those who never discount and always discount is 17%. That's a huge incentive to hold firm on rates.

**ALTERNATIVE STRATEGIES TO DISCOUNTING**



# WOW

## WE LOVE WORKING WITH CONSULTANCIES

The Wow Company is an accountancy practice that specialises in working with consultancies and agencies. We provide the insights to help you make better decisions and build beautiful businesses, backed by a team that really cares about your success.

## HERE'S WHAT OTHER CONSULTANCY OWNERS SAY ABOUT US



**RACHAEL MILLS**  
CHIRPY HEAT

“Working with Wow has really helped to take our business to the next growth stage. They are professional, knowledgeable and super friendly. As well as our direct Wow contacts, the wider team has provided us with insights and expert guidance – it really is the full package. Our financial reporting is now much more robust and consistent, giving us confidence in the numbers as we continue to flourish as a business.”



## WANT TO GROW YOUR CONSULTANCY PROFITABLY AND SUSTAINABLY?

Running a consulting business is fun, but it can also be tough. Whatever your journey throws at you, we'll be with you every step of the way. We'll make your life easier and offer great advice as you grow.

**BOOK A CALL WITH RORY**



@THEWOWCOMPANY



## A BETTER WAY TO GROW

The Consultancy Growth Network (TCGN) supports consultancy owners who want to build stronger, more resilient businesses. Through benchmarking, expert guidance, events and peer learning, we help leaders step back from day-to-day delivery and build momentum, improve performance and navigate the next stage of their firm with confidence and clarity.

## WHAT OUR MEMBERS SAY



MATT BEATTIE  
BEYONDFS

“TCGN gave us access to people who genuinely understand the realities of running a consultancy. The support helped us make better decisions, faster, and move forward with greater confidence as a leadership team.”



## THINKING ABOUT THE NEXT STAGE OF YOUR CONSULTANCY'S GROWTH?

Benchmarks are just one point on the journey. Understanding how to apply them in your own context often starts with a conversation. Chat to us about how we can help.

[BOOK A CALL WITH BIANCA](#)



# GET IN TOUCH



[CONSULTANCYGROWTHNETWORK.COM](https://consultancygrowthnetwork.com)

[BIANCA@CONSULTANCYGROWTHNETWORK.COM](mailto:bianca@consultancygrowthnetwork.com)

01483 966 613

WOW

[THEWOWCOMPANY.COM](https://thewowcompany.com)

[RORY.SPENCE@THEWOWCOMPANY.COM](mailto:rory.spence@thewowcompany.com)

0345 201 1580

This abridged report contains a selection of insights. To get the full 57 page report, including benchmarks on day rates, what consultancy owners earn, net financial impact of AI, pricing on value and much more, contact [Bianca Misajon](mailto:bianca@consultancygrowthnetwork.com) about becoming a member of The Consultancy Growth Network.