

# The **Internal** Product Specialist

Implementation of new advisory solutions within a practice can be challenging. One method being used by Strategic Innovators to smooth implementation is to appoint an internal **'product specialist'**.

## **New Products need a champion**

The 'product specialist' needs to have the in-depth knowledge to support other staff, and be willing to act as the product 'champion'.

Successful practices have built a team who are trained to deliver the new product or service. However, it can be difficult to gain traction, due to a lack of internal product trust. A product specialist can be used to establish and internally promote the new product amongst staff and can encourage the team to step out of their comfort zone.

By responding to queries and being available to solve problems, product specialists help the team build their confidence and skills. They can also create positive competitive energy within the team by tracking and acknowledging successes.

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**One of my staff members was the real driving force behind us offering business valuations. She got very involved in setting it up and getting it working. I was carrying a full partner load at the time. I would have got it working, but without her involvement it would have taken a lot longer. She's a partner now. Her partnership has been built around that specialisation.**

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## **A way to gain Leverage**

Product specialists don't have to be principals. Strategic Innovators are reporting excellent results in gaining leverage when team members are chosen as product specialists. Product Specialists can provide support during client meetings, and build a useful profile with clients.

Becoming a product specialist is an opportunity for future leaders to:

1. develop their technical skills;
2. increase their management responsibilities;  
and
3. build a fee/revenue base.

By spreading responsibility, it reduces the pressure on principals and ensures that each new product has the support and focus it needs to grow.

