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What Exactly Does a Small Business Consultant Do? Here's the Real Value Behind the Job



So, you're a small business owner, and you've heard people talk about hiring a business consultant. But what does a small business consultant actually do? Is it worth the investment? Let's break down what you can expect from a consultant, and how the right one can help you turn business goals into actual results then check out the incredible stats below on the ROI of consultants.

1. Identify What's Holding Your Business Back

A consultant helps you see what's working and what isn't—often things that are easy to overlook when you're in the day-to-day grind

First things first—a good consultant doesn't just dive in with solutions. They start with understanding the unique challenges and strengths of your business. Think of this as an honest audit, one that goes beyond the surface. I dig into your processes, identify bottlenecks, and figure out what's really slowing you down.

Example: Maybe your revenue is solid, but client retention is low. A consultant can look deeper to

uncover underlying causes, like an outdated onboarding process or inconsistent follow-up, and create a strategy to address it.

2. Create a Game Plan That Fits YOUR Business

The right consultant gives you a clear, actionable plan that's built just for you—no generic advice here

Once we understand your specific pain points, it's time to build a tailored strategy. This isn't about generic solutions or cookie-cutter advice. A small business consultant crafts a game plan that fits your goals, budget, and resources. It's personalized to ensure every action step makes sense for where you're at and where you want to go.

Example: Let's say you're struggling with client acquisition. Instead of telling you to "just advertise more," I'd explore your existing marketing efforts, understand your target audience, and propose a multi-step plan that might include everything from email campaigns to partnerships.

3. Improve Systems and Operations for Efficiency

A good consultant helps you get time back by making your business run smoother—so you can focus on growth, not busywork

A lot of small businesses struggle with inefficiencies—whether it's too much time spent on admin, clunky workflows, or systems that just don't work. A consultant helps streamline your operations, finding ways to make your processes more efficient, effective, and scalable.

Example: Imagine you're a solopreneur spending hours on manual tasks. I'd help you identify tools or automations that cut down that time, so you can focus on the big picture. This can mean anything from automating your scheduling to optimizing your client communication.

4. Develop a Sustainable Growth Strategy

It's not about growing fast; it's about growing in a way that fits your goals and keeps your workload manageable.

Growth isn't just about increasing revenue—it's about scaling in a way that's sustainable and doesn't burn you out. A small business consultant doesn't just look for quick wins; they help you build a growth strategy that works for the long haul. This includes everything from client retention to scaling your offerings without sacrificing quality.

Example: Maybe you're ready to take on more clients but don't have the capacity. I'd work with you to streamline your services or even introduce group offerings, helping you grow without compromising

quality.

5. Provide Accountability and Ongoing Support

Think of a consultant as a coach who's there to keep you focused, motivated, and supported as you grow your business.

Running a business can be lonely, and sometimes, you just need someone to keep you accountable. A consultant serves as a guide and support system, making sure you're staying on track with your goals. Regular check-ins, feedback, and adjustments are all part of the process, helping you move forward with clarity.

Example: After implementing a strategy, I don't just disappear. I'm there for check-ins, to answer questions, and to tweak the plan if needed. If something isn't working, we adjust it together.

6. ROI

- **7x ROI:** Businesses report an average return of 7 times their investment when hiring a consultant (ICF).
- **46% Revenue Boost:** Small businesses working with a consultant see an average 46% revenue increase in the first year (ASBA).
- **20% Time Saved:** Consulting can reduce time spent on operations by up to 20%, freeing up hundreds of hours (Harvard Business Review).
- **30–50% Better Client Retention:** Companies experience up to a 50% increase in client retention with consulting support (AASBC).
- **2x Business Longevity:** Businesses with a consultant or mentor are twice as likely to survive past five years (SCORE).

The Bottom Line: A Small Business Consultant Helps You Work Smarter, Not Harder

At the end of the day, a small business consultant is there to make your life easier and your business stronger. From identifying issues to creating tailored strategies and providing ongoing support, a good consultant gives you the tools and guidance you need to work smarter, not harder.

This outstanding article was written by Root to Fruit Consulting a regional USA small business consultancy who can be reached <https://www.rootfruitconsulting.com>
