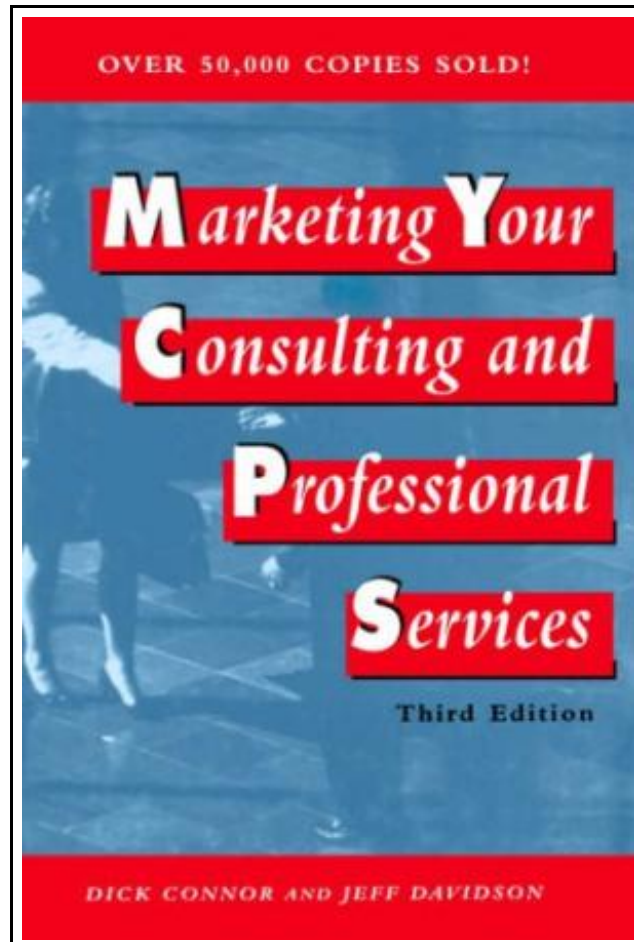


Marketing Your Consulting and Professional Services (3rd Revised edition)



Filesize: 7.92 MB

Reviews

This composed book is excellent. This really is for all who statte that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.

(Cheyanne Barrows)

MARKETING YOUR CONSULTING AND PROFESSIONAL SERVICES (3RD REVISED EDITION)

[DOWNLOAD](#)

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Marketing Your Consulting and Professional Services (3rd Revised edition), Dick Connor, Jeff Davidson, While finding and keeping a core group of clients remains the bread and butter of any consultant's business, doing so is far from simple in a field that's becoming increasingly crowded and competitive. Today, as the result of drastic shifts in the landscape--information technology, virtual organizations, telecommuting--targeting and attracting clients is a greater challenge than ever. To help you meet that challenge head on, Marketing Your Consulting and Professional Services, the bible for consultants and professionals worldwide, has been thoroughly revised and expanded. This brand new Third Edition gives you the tools and the know-how to survive and thrive in today's tough market. Beginning with a comprehensive overview, this updated resource keeps you abreast of current trends and issues. In addition, you'll find complete coverage of Dick Connor's innovative--and highly effective--Client-Centered Marketing (CCM) approach, a practical "deliverables-driven" system for penetrating specific markets. This easy-to-follow, six-part process helps you achieve a myriad of essential marketing objectives: from expanding services for current clients and capitalizing on the potential within your business to generating profitable growth and managing your image with clients and targets. With a wealth of new information that focuses on finding and qualifying new clients--what every consultant worries about most--this new edition of Marketing Your Consulting and Professional Services, Third Edition provides essential information on: Analyzing your current business or practice--evaluating clients, assessing existing prospects, preparing a strategic profile Becoming "client smart"--determining how the niche industry is organized, identifying requirements for success, determining its needs Building market awareness--maintaining positive name recognition, establishing your firm's intended image Prospecting--acquiring new, high-potential clients, preparing a winning proposal, selling the value-adding solution Ensuring client satisfaction--handling service and relationship breakdowns with...



[Read Marketing Your Consulting and Professional Services \(3rd Revised edition\) Online](#)



[Download PDF Marketing Your Consulting and Professional Services \(3rd Revised edition\)](#)

Other eBooks



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 3: The Sing Song (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 176 x 150 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

[Save Document »](#)



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 2: The Fizz-buzz (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 174 x 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

[Save Document »](#)



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 5: Egg Fried Rice (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

[Save Document »](#)



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 3: Such a Fuss (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

[Save Document »](#)



Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 4: The Red Coat (Hardback)

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling home reading series. It...

[Save Document »](#)