



Marketing Your Consulting and Professional Services

Dick Connor, Jeff Davidson

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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 a practical recovery action sequence

Complete with helpful worksheets and checklists, as well as precise definitions of terminology and an annotated bibliography, *Marketing Your Consulting and Professional Services*, Third Edition is a must for today's fiercely competitive, highly demanding marketplace.

Praise for the previous edition of *Marketing Your Consulting and Professional Services*

"Loaded with examples, useful forms, and informative exhibits, *Marketing Your Consulting and Professional Services* is an extraordinary how-to manual that provides vital step-by-step instruction and advice on how to maximize profitability and success. . . . Marketing is a how-to you shouldn't do without." -- Managers Magazine

"This is definitely a 'MUST READ' book for entrepreneurs and business professionals of all types. The attention to detail provides practical insights on the critical keys to marketing success." -- Dr. Peter Johnson,

Corporate Marketing Strategist

"As today's business environment becomes increasingly competitive, consulting professionals look for fresh approaches and innovative ideas to 'cut through the clutter' and increase their share of business. Marketing Your Consulting and Professional Services provides highly useful information for every professional consultant. It's an essential purchase." -- Jonathan D. Blum, Managing Director -- Ogilvy & Mather Public Relations, Singapore

"Marketing Your Consulting and Professional Services is excellent. It contains down-to-earth, indispensable tips for marketing consulting services. Vital reading for both beginners and seasoned consultants-- worldwide. I wish I had had this daily gui

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Peter Holmes:

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Clyde King:

A lot of people always spent their very own free time to vacation or even go to the outside with them family or their friend. Are you aware? Many a lot of people spent they free time just watching TV, or perhaps playing video games all day long. If you would like try to find a new activity that's look different you can read some sort of book. It is really fun in your case. If you enjoy the book that you just read you can spent all day every day to reading a publication. The book Marketing Your Consulting and Professional Services it is rather good to read. There are a lot of people that recommended this book. These folks were enjoying reading this book. In the event you did not have enough space bringing this book you can buy the e-book. You can m0ore quickly to read this book out of your smart phone. The price is not to fund but this book provides high quality.

John Hicks:

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They go to there but nothing reading seriously. Any students feel that reading is not important, boring in addition to can't see colorful images on there. Yeah, it is to be complicated. Book is very important in your case. As we know that on this era, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. Therefore this Marketing Your Consulting and Professional Services can make you really feel more interested to read.

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