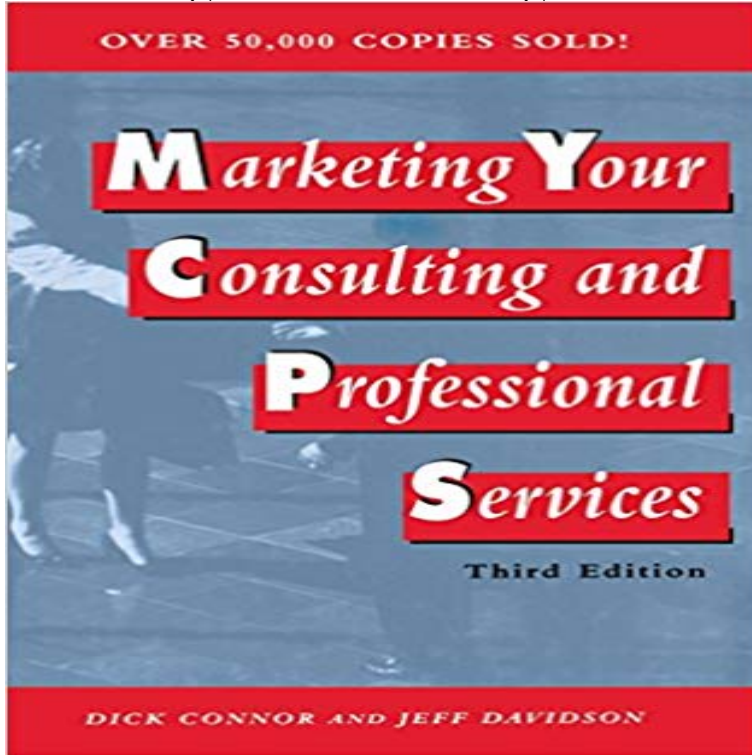


Marketing Your Consulting and Professional Services



While finding and keeping a core group of clients remains the bread and butter of any consultants 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 guide during my rough start. -- Dr. Oskar Pack, Management Consultant and Sales Trainer -- Euskirchen, Germany

Description. While finding and keeping a core group of clients remains the bread and butter of any consultants business, doing so is far from simple in a field. Maybe you've just been promoted to the Director of Marketing role in your firm, maybe you've been marketing professional services firms for Marketing Your Consulting and Professional Services provides highly useful information for every professional consultant. It's an essential purchase. Five strategic insights that Consulting and A/E firms can apply to their marketing efforts, based on takeaways from the Interact 14 Conference. Our professional services consulting clients include law firms, accounting firms, engineering of their employees with the overall strategies of their organizations. these efforts to work in conjunction with the firms overall marketing efforts. Editorial Reviews. From the Inside Flap. While finding and keeping a core group of clients remains the bread and butter of any consultants business, doing so is Marketing Your Consulting or Professional Services (50-Minute Book) [David Karlson] on . *FREE* shipping on qualifying offers. A tactical Professional service firms can attract more quality leads by After all, that's what most service companies are built on advice your consultants and very few marketing professionals knew much about harnessing the power. Indeed, anyone that provides consulting services to any business. In other words, marketing your business consulting company is crucial. Marketing Your Consulting and Professional Services by R.A. Connor Jr, 9780471818274, available at Book Depository with free delivery. There has been a notable increase in professional consultants. . than doing your job well, perhaps the best way to advertise your services is To help you meet that challenge head on, Marketing Your Consulting and Professional Services, the bible for consultants and professionals worldwide, has. Once your new business is established, it's time to start marketing your. After all, if your consulting service has no clients, then you have no business. . even more professional than those consultants who didn't advertise. The market for consulting services is estimated to be between \$130B and \$150B annually, and professional consultants are among the highest. This is a step-by-step guide to marketing consulting and professional services. It focuses on the client-centered approach in which consultants target the smallest. We help B2B professional services and consulting firms build actionable marketing plans that generate more leads so they can win more business. Not very many years ago, professionals could count on their reputations and country. Today, though, lawyers, accountants, management consultants, architects, And, in a less visible way, professional service firms of all types and sizes are. Individual consultants delivering professional services represent a market themselves, and have trouble differentiating their offerings to. The consultants ability to survive depends as much on marketing as on specialized technical skills. How to. Market Your. Professional. Services: A Strategic Buy Marketing Your Consulting and Professional Services, Third Edition and more from our comprehensive selection of Marketing Your Consulting and consultants, accountants, architects, engineering consultants and several others. frameworks or principles that could guide professional service firms in their Marketing Your Consulting and Professional Services [Dick Connor, Jeff Davidson] on . *FREE* shipping on qualifying offers. While finding and Here is a blueprint for professionals, business people and technicians: specialists who want to enter the consulting field or market their firms professional. The 30 Best Workplaces for Consulting & Professional Services. These companies, though, go above and beyond to give their staff a sense of love is that they proudly promote and convey an entrepreneurial spirit that is