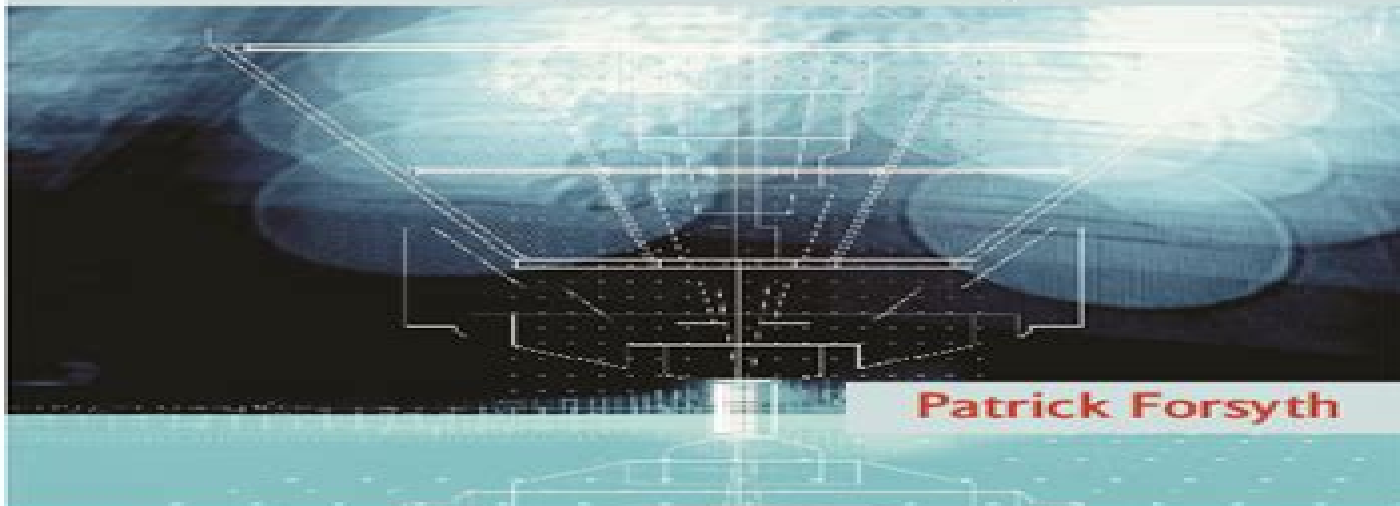




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Marketing and Selling Professional Services in Architecture and Construction Basil Sawczuk, 2009-08-27 This practical book on selling and marketing will help architects engineers project managers facilities managers surveyors and contractors sell themselves to prospective clients As clients become more sophisticated at both local and international level and as competition in the construction industry increases both contractors and consultants have to take a more professional approach to selling themselves This is especially true for PFI bids where vast resources are committed to winning multi million pound contracts Through a simple to follow process illustrated with plenty of diagrams and checklists Marketing Selling Professional Services in Architecture Construction sets out the seven key aspects of selling and marketing professional services It is full of applicable ideas and examples and is well structured to enable readers to dip into the section relevant to their current needs

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Winning the Professional Services Sale Michael W. McLaughlin, 2009-08-06 An innovative approach to winning more profitable sales in the growing professional services industry In recent years professional services providers have had to rethink their sales methods and adapt to profound changes in the way clients buy services In response Winning the Professional Services Sale argues for fundamental changes in the seller s mindset and sales strategies Rather than pressing the sale salespeople must help clients buy the way that works best for each client This new approach gives buyers what they now want in a services seller a consultative problem solver change agent and solution integrator all rolled into one Author Michael McLaughlin presents a strategy for winning new business with a holistic approach to each client relationship Only by fully understanding a sale from every angle including its impact on the client s business and career can salespeople thrive in the new era of the service economy

How Clients Buy Tom McMakin, Doug Fletcher, 2018-02-14 The real world guide to selling your services and bringing in business How Clients Buy is the much needed guide to selling your services If you re one of the millions of people whose skills are the product you know that you cannot be successful unless you bring in clients The problem is you re trained to do your job not sell it No matter how great you may be at your actual role you likely feel a bit lost hesitant or behind when it comes to courting clients an unfamiliar territory where you re never quite sure of the line between under and over selling This book comes to the rescue with real practical advice for selling what you do You ll have to unlearn everything you know about sales but then you ll learn new skills that will help you make connections develop rapport create interest earn trust and turn prospects into clients Business development is critical to your personal success and your skills in this area will dictate the course of your career This invaluable guide gives you a set of real world best practices that can help you become the rainmaker you want to be Get the word out and make productive connections Drop the fear of self promotion and advertise your accomplishments Earn potential clients trust to build a lasting relationship Scrap the sales pitch in favor of honesty positivity and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products Services are often under valued and become among the first things to go when budgets get tight It is now harder than ever to sell professional services so your game must be on point if you hope to out compete the field How Clients Buy shows you how to level up and start winning the client list of your dreams

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Professional Services Marketing William Winston, Frederick G Crane, 2013-10-18 The days of professionals simply hanging a shingle and waiting for clients to beat a path to the door are long gone The marketplace is crowded with new service professionals of all types from CPAs and attorneys to health care providers and competing service organizations Professionals must realize that their services no matter how good they are simply will not sell themselves Services marketing is the key to the game and here is the most concise easy to understand jam packed source of services marketing Professional Services Marketing provides a very readable and simple introduction to the marketing process for the professional service environment It gives professionals an inexpensive way to successfully develop a strong client base and grow in a competitive marketplace Using a step by step approach this new book provides both strategic and tactical guidance for both the new and seasoned marketing careerist Distinguished expert and international authority Fred Crane offers a realistic overview of the marketing process and discusses the characteristics and difficulties involved in marketing and managing professional services He provides solutions to those challenges starting with a marketing plan moving through client management and the marketing audit Professional Services Marketing discusses management principles and examines

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101 Marketing Strategies for Accounting, Law, Consulting, and Professional Services Firms Troy Waugh, 2004-04-26 Troy Waugh the rainmaker rainmaker has provided a well designed blueprint for selling professional services that skillfully draws upon his more than thirty years in the field This practical highly focused guide to the selling process can help our firms achieve sales successes measured not only by effort but also by bottom line results Howard B Allenberg vice chairman and CIO BDO Seidman LLP Finally peerless focus on how to break into all aspects of the selling process and the currents of relationship and buyer development Learn how to build your personal and firm business more successfully Covers the process of relationship and buyer development Provides proven strategies from hundreds of the world s successful firms Order your copy today

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100 Tips on Marketing and Selling Your Consulting and Professional Services Charles C. Hartman,1992 Marketing Professional Services Michael Roe,2012-10-02 Marketing Professional Services is a uniquely focused incisive and practical introduction to new business planning marketing and selling skills for those in the professional services sector It is for professionals who have to sell to professionals Professionals of all types from accountants and consultants to surveyors and solicitors who have trained in a specific technical skill will understand the power of good clear marketing practice reading this book If you have to sell yourself and your service to clients this book shows you The importance of winning new business in an increasingly competitive deregulated market How to plan for winning new business including a full script for cold calls The techniques skills and resources required in order to achieve your goals focusing on the three P s of Preparation Prospection and Persistence Individual chapters provide you with a basic grounding in separate sales and marketing issues from prospecting and cold canvassing to direct marketing and public relations The book includes sample interactive conversations and provides a constant source of reference for the professional sales person It is based on long experience of training in this sector and is a short practical and appropriate introduction to the key concepts

Smart Marketing Ahmed Al Akber,2015-08-13 Smart Marketing is designed to help organizations looking for significant growth Offering a great product or service does not guarantee success to win these days a business must also excel at marketing and selling In most instances a big marketing team and budget also isn t necessary To achieve big goals focus must be put on the most important marketing and sales activities that generate the biggest impact for the business This book outlines what those activities are and how to implement them This book will appeal to CEOs business owners and independent professionals It will also be very useful for marketers and sales managers It is a how to guide to help readers cut through the hype and get straight to what really matters to this audience growing business and revenue

Management Consulting Today and Tomorrow Flemming Poulfelt,Thomas H. Olson,2017-09-01 This new edition gathers more than 22 experts to outline the theory behind consulting providing insight into change processes and management issues in the field The business of consulting has grown faster than most other businesses due not only to increased demand by clients but also to the innovative capabilities of numerous consulting firms as they develop new services Divided into six parts the book introduces readers to the consulting industry addressing the major practice areas contexts and implementations of the field Significant updates detail the effect of the economic troubles between 2004 and 2010 and then 2010 and now analyze the market response to consulting in recent years and provide a more thorough understanding of how consulting is applied in the different areas of a business such as operations marketing and finance Introductions written by the editors offer further insight into the themes and learning goals of each section helping readers to recognize the elements of a

successful consultation and utilize their new skill set The text concludes with a look at the future of consulting with regards to ethics standards and how strong manager client relationships contribute to financial growth Readers will also learn how the developing field of entrepreneurship creates new economic structures and job opportunities Practitioners consultants clients faculty and students of business and management will learn not only how to consult but also gain the skills needed to adapt to and lead organizational change giving them a competitive edge when they enter the field *Arhitectural Practice & Construction Management* George Salinda Salvan,2005 *Services Marketing* Christopher Lovelock,Paul Patterson,2015-05-20 Services Marketing is well known for its authoritative presentation and strong instructor support The new 6th edition continues to deliver on this promise Contemporary Services Marketing concepts and techniques are presented in an Australian and Asia Pacific context In this edition the very latest ideas in the subject are brought to life with new and updated case studies covering the competitive world of services marketing New design features and a greater focus on Learning Objectives in each chapter make this an even better guide to Services Marketing for students The strategic marketing framework gives instructors maximum flexibility in teaching Suits undergraduate and graduate level courses in Services Marketing **Odyssey --The Business of Consulting** Imelda K. Butler,Shayne Tracy,2015-05-14 This book provides consultants with a career framework to build grow and transform their consulting businesses by becoming brilliant at the basics The Odyssey process challenges current thinking and offers a methodology to help readers rise to the top of the profession by applying leading edge techniques and methodologies An ideal companion to t *Professional Services Marketing Wisdom* Ric Willmot,2014-08-04 Effective marketing tactics and strategies for professional service providers If you own and operate your own professional services firm in accounting finance law or another field you know just how important marketing is to the success of your business If you can t get your name out there you won t have any customers to call your own This handy guide offers a comprehensive plan for attracting and acquiring clients for small and even one person firms no marketing degree required The strategies and tactics here are fun easy to understand and doable right now All you need to bring is enthusiasm and commitment You ll learn how to identify potential clients explain why you re their best choice grow your market share get great referrals designate which clients are long term profitable keepers and much more Features easy to implement marketing tactics and strategies for small professional services firms in any industry Ideal for anyone who runs a small firm as well as professionals in larger firms who want to climb the ladder Shows readers with no marketing background how to boost their businesses Negates the need for expensive and often ineffective external marketing or sales consultants or branding and public relations firms For anyone who runs their own firm Professional Services Marketing Wisdom offers unbeatable guidance on attracting and keeping the clients that small firms need to survive and thrive

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