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to keep your competitive edge in the marketplace you must find practical and inexpensive ways to retain the clients you have develop new clients and increase your bottom line marketing your consulting services is a complete how to guide that will help you develop and implement a dynamic marketing plan that will make your consulting business more visible to clients and more competitive in the marketplace written by elaine biech one of the foremost experts in the field of consulting this practical and easy to use resource includes useful guidance practical ideas special consulting considerations and creative tips marketing your consulting services is filled with the information you need to help you develop a successful marketing plan understand the marketing ins and outs of a small consulting firm find new clients get your clients to refer you to other clients implement inexpensive and effective marketing tools develop creative marketing ideas retain the clients you have today biech urges you to develop a market all the time attitude and to help you get started she recommends hundreds of ideas that can be easily implemented in addition the book s fast fourteen to do today are suggestions you can put immediately into practice to help jump start your business written to be a

hands on resource marketing your consulting services also includes quick tips throughout each chapter for easy reference marketing your consulting services offers you the practical tools and helpful suggestions necessary to market and sell your consulting services it includes everything a consultant needs to know about marketing to be and stay successful

designed as the go to reference for managing a consulting business the business of consulting is candid practical and eminently useful fine tuned to address the changes in today s business environment this vital resource outlines the basics for managing a consulting practice and shows how to develop a business plan market your business charge for your services build a client relationship grow the business ensure your continued professional growth make money in the profession

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this book will complement the author s book on the future of management consultancy while that book examined the structure and trends in the industry this book tackles the more micro questions about how consultants understand what clients value and create value for clients the author is a

leading expert on management consulting and this book will help management consultants to do their jobs successfully

delivers the essential practical skills needed to consult and make sharp well prepared interactions in a wide range of business situations this comprehensive handbook covers the fundamental skills and attitudes required by successful consultants from novice to practitioner level irrespective of their specialist area it untangles the key variables present in any consulting service and introduces practical ways to improve their effectiveness based upon the author s experience of helping consulting organisations to develop and excel in the marketplace the book explores consulting from the ground up steering away from theory and focusing instead on practical application providing a solid platform upon which to build further domain specific competence the consultant s handbook provides an understanding of the key variables that can be addressed in order to improve one s own consulting performance a set of simple practices that can be implemented with immediate benefit to the reader practical insight into day to day real life consulting interactions confidence to implement the new ideas and approaches

there is no magic formula for growing a successful consulting firm but the few most important factors you must know are critical regardless of the type of consulting firm you are trying to grow with leadership diligence discipline and sustained effort these principles can help you achieve your most visionary business aspirations if you entere

information consulting presents a closer look at what makes information consultants successful and how they develop a productive relationship with their clients while most of the books on this subject area are providing the experiences of information consulting veterans on how do you really do it the aim of this book is focused on exploring the nature of information management consulting this includes the task of the advice and guidance

variety such as helping clients to analyze and solve problems or to meet opportunities with the element of what should i do the authors have used their extensive international and professional networks to take the challenge of letting the clients speak about their experiences and expectations in hiring information consultants unique client perspective managers and clients talk about their motivation experiences and advice in the utilization of information consultants in recent case studies conducted by authors current information and guidance based on the authors wide ranging practical experiences and empirical data through interviews and questionnaires collected from several countries top five list of consultants qualities is presented

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