

The Irresistible Consultants Guide To Winning Clients 6 Steps To Unlimited Clients Financial Freedom

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How Clients Buy Tom McMakin 2018-03-13 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.

Getting Naked Patrick M. Lencioni 2010-02-02 Another extraordinary business fable from the New York Times bestselling author Patrick Lencioni Written in the same dynamic style as his previous bestsellers including The Five Dysfunctions of a Team, Lencioni illustrates the principles of inspiring client loyalty through a fascinating business fable. He explains the theory of vulnerability in depth and presents concrete steps for putting it to work in any organization. The story follows a small consulting firm, Lighthouse Partners, which often beats out big-name competitors for top clients. One such competitor buys out Lighthouse and learns important lessons about what it means to provide value to its clients. Offers a key resource for gaining competitive advantage in tough times Shows why the quality of vulnerability is so important in business Includes ideas for inspiring customer and client loyalty Written by the highly successful consultant and business writer Patrick Lencioni This new book in the popular Lencioni series shows what it takes to gain a real and lasting competitive edge.

Emotional Disorders and Metacognition Adrian Wells 2002-09-27 The clinical experience of cognitive therapies is adding to the understanding of emotional disorders. Based on clinical experience and evidence, this groundbreaking book represents a development of cognitive therapy through the concept of metacognition. It provides guidelines for innovative treatments of emotional disorders and goes on to offer conceptual arguments for the future development of cognitive therapy. Offers a new concept in cognitive therapy and guidelines for innovative treatment. Clinically grounded, based on a thorough understanding of cognitive therapies in practice. Written by a recognized authority and established author.

The Executive's Guide to Consultants: How to Find, Hire and Get Great Results from Outside Experts David Fields 2012-11-23 Maximize Your Return on Expertise Research shows a high proportion of consultants fail to deliver results on time, on budget, and on target. Rare is the project that exceeds your expectations. But help is here. The Executive's Guide to Consultants explains how to ensure that every project delivers measurable benefits every time. This book will help you find experts, invest wisely, accelerate change, and achieve your most important goals by tapping into the genius of others. The Executive's Guide to Consultants contains breakthrough ideas covered by no other book, including: Sophisticated new contract structures that maximize your ROI Essential methods for reducing project risk Cutting-edge techniques for making change stick after the consultant leaves You will also learn to: Spot "chameleons" and other low-quality consultants who peddle tired ideas and deliver disappointing outcomes Get better results faster, while lowering fees Find the ideal consultant, coach, agency, or advisor for your precise situation Enforce accountability with outside experts and your own internal team Imagine if you could collect the wisdom of dozens of the country's top CEOs, combine it with the experience of a hall-of-fame consultant, and add a bucketful of unconventional thinking. You'd have The Executive's Guide to Consultants. Easy to read and packed with examples, checklists, templates, and guidelines, this book is the ultimate toolkit for maximizing your ROI from outside experts. Get extraordinary results from every consultant you hire "An extraordinary book. Clear, comprehensive, and eminently readable, it is THE book on how you can extract true business value from outside experts." -- Scott Cotherman, Chairman, TBWA\WorldHealth, subsidiary of Omnicom Group, Inc. "This is the Master Class for those who are smart, innovative, ahead of the pack, and who intend to stay that way. If you're not yet in that league, you should read this book twice." -- Alan Weiss, author, Million Dollar Consulting and The Consulting Bible "A terrific guidebook, with much of the advice equally applicable in managing your organization's internal talent. It's an easy, engaging read with a wealth of insights and detailed action steps--I highly recommend it." -- Brian Walker, President and CEO, Herman Miller, Inc. "A powerful antidote to the strained relationship between consultants and clients." -- Garry Ridge, CEO, WD-40 Company "This book shows you how to make your consultants' work stick. No more major investments in experts or programs that evaporate after only a few months or years." -- De Lyle Bloomquist, President, Tata Global Chemicals "Fields's messages are delivered in the way that all executives would like our outside resources to do it: capably, with straight talk and incredible insight." -- Ralph Scozzafava, Chairman and CEO, Furniture Brands

Million Dollar Consulting Alan Weiss 2009-09-17 The Long-Awaited Update for Building a Thriving Consultancy Completely

updated for today's busier-than-ever consultants, this classic guide covers the ins and outs for competing and winning in this ultracompetitive field. You'll find step-by-step advice on how to raise capital, attract clients, create a marketing plan, and grow your business into a \$1 million-per-year firm, plus brand-new material on: Blogging and social networking Global consulting Delegating labor Profiting in a troubled market Retainer business Internet marketing Praise for the previous editions of Million Dollar Consulting: "If you're interested in becoming a rich consultant, this book is a must read." Robert F. Mager, founder and president, Mager Associates, and member of the Training & Development Hall of Fame "Blast out of the per diem trap and into value billing." Jim Kennedy, founder, publisher, and editor, Consultants News "The advice on developing price structure alone is worth a hundred times the price of the book." William C. Byham, Ph.D., author of Zapp! "Must reading for those who are beginning a practice or seeking to upgrade an existing practice." Victor H. Vroom, John G. Searle Professor, School of Management, Yale University **Sell Like Crazy** Sabri Suby 2019-01-30 In this groundbreaking book, Sabri Suby, the founder of Australia's #1 fastest growing digital marketing agency, reveals his exclusive step-by-step formula for growing the sales of any business, in any market or niche! The 8 phase 'secret selling system' detailed in this book has been deployed in over 167 industries and is responsible for generating over \$400 million dollars in sales. This isn't like any business or marketing book you've ever read. There's no fluff or filler - just battle-hardened tactics that are working right now to rapidly grow sales. Use these timeless principles to rapidly and dramatically grow the sales for your business and crush your competition into a fine powder.

Book Yourself Solid Michael Port 2006-04-28 Book Yourself Solid-now in paperback-is a complete instructional guide for startingn and growing a successful service business. It gives you simple, yet effective techniques for creating relentless demand and endless leads. It includes more than 200 proven marketing strategies for attracting new clients, earning more referrals, and building profitable, long-lasting professional relationships. If you want to take your service business to the next level, start here and Book Yourself Solid.

Getting Everything You Can Out of All You've Got Jay Abraham 2001-10-12 A consultant to some of America's leading corporations shares key insights and ideas on how to supercharge one's business and career, explaining how to create and develop new opportunities for wealth in any business, enterprise, or venture. Reprint. 50,000 first printing. *The Consultant's Handbook* Samir Parikh 2015-07-20 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

Sell From Love Finka Jerkovic 2020-11-12 Selling can be uncomfortable, uneasy, and at times awkward. Traditional, always be closing, crushing quota methods only add to the pushy, icky discomfort of selling. But it doesn't have to be that way. Selling doesn't require pressure tactics, false urgency, shameless self-promotion, or mosquito-style persistence. This type of selling emerges from fear. It's self-centric, limiting, and transactional. Sell from Love is the other way. It's the better way. Sell from Love is a three-step framework that is inspired by authenticity, empathy, and purpose. When you sell from love, you will shift from transactional selling to transformational selling. Sell from Love will teach you how to: use your unique gifts, talents, and expertise to build a business you love. confidently navigate through selling fears, uncertainties, and doubt. magnetically attract clients, promote with integrity, and sell with ease. naturally close sales and find more purpose and meaning in your work. Sell from Love will help you get clients without compromising who you are, what you're selling or who you're selling to. You will learn how to love yourself, love your client, and love your offer so you can earn more money, expand your reach, and make a bigger impact with integrity, courage, and love.

The Trusted Advisor Fieldbook Charles H. Green 2011-11-15 A practical guide to being a trusted advisor for leaders in any industry In this hands-on successor to the popular book The Trusted Advisor, you'll find answers to pervasive questions about trust and leadership—such as how to develop business with trust, nurture trust-based relationships, build and run a trustworthy organization, and develop your trust skill set. This pragmatic workbook delivers everyday tools, exercises, resources, and actionable to-do lists for the wide range of situations a trusted advisor inevitably encounters. The authors speak in concrete terms about how to dramatically improve your results in sales, relationship management, and organizational performance. Your success as a leader will always be based on the degree to which you are trusted by your stakeholders. Each chapter offers specific ways to train your thinking and your habits in order to earn the trust that is necessary to be influential, successful, and known as someone who makes a difference. Self-administered worksheets and coaching questions provide immediate insights into your current business challenges Real-life examples demonstrate proven ways to "walk the talk" Action plans bridge the gap between insights and outcomes Put the knowledge and practices in this fieldbook to work, and you'll be someone who earns trust quickly, consistently, and sustainably—in business and in life.

The Consulting Bible Alan Weiss 2011-04-05 Everything you need to know about building a successful, world-class consulting practice Whether you are a veteran consultant or new to the industry, an entrepreneur or the principal of a small firm, The Consulting Bible tells you absolutely everything you need to know to create and expand a seven-figure independent or boutique consulting practice. Expert author Alan Weiss, who coaches consultants globally and has written more books on solo consulting than anyone in history, shares his expertise comprehensively. Learn and appreciate the origins and evolution of the consulting profession Launch your practice or firm and propel it to top performance Implement your consulting strategies in public and private organizations, large or small, global or domestic Select from the widest variety of consulting methodologies Achieve lasting success in your professional career and personal goals The author is recognized as "one of the most highly regarded independent consultants in America" by the New York Post and "a worldwide expert in executive education" by Success Magazine Whether you're just starting out or looking for the latest trends in modern practice, The Consulting Bible gives you an unparalleled toolset to build a thriving consultancy.

The Consulting Bible Alan Weiss 2021-06-22 The new edition of bestselling real-world guide to consultancy success, from the "Rock Star of Consulting" Alan Weiss The second edition of The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice remains the most comprehensive and practical guide to the consulting profession, from launch to high growth, from marketing to implementation. Legendary consultant, speaker, and bestselling author Alan Weiss shows you how to create an independent or boutique consulting practice and take it to seven-figure success. Step-by-step, this invaluable resource guides you through attracting clients, maximizing your value, and achieving your career goals. In the decade since the first publication of The Consulting Bible, an array of significant developments has dramatically impacted the consulting profession: shifts in social consciousness, the Covid-19 pandemic, tele-consulting and virtual meetings, the globalization of the economy, the growth of social media, and many more. This exhaustively revised new edition provides specific approaches and techniques for mastering the new consulting environment and turning volatility and disruption into unlimited opportunities. Designed to help you become the authority and expert that organizations turn to again and again, this book is your one-stop resource for: Building a strong global brand that draws people to you Marketing remotely to reduce costs and allow for higher fees Mastering the latest implementation techniques Forging strong relationships with the buyers of a new generation Selecting the consulting methodology that best fits your requirements Writing proposals and creating testimonials and references Using advanced technology to sell and deliver your services Written for newcomers and veterans alike, The Consulting Bible: Everything You Need to Know to Create and Expand a Seven-Figure Consulting Practice, Second Edition, is essential reading for every solo consultant, entrepreneur, and principal of a small consulting firm.

Client Machine George Athan 2018-06-14 Systematically generate new clients without having to cold call, tirelessly create content, or spend a dollar on advertising Having the ability to systematically acquire clients is the prerequisite for business growth. Without having a sales 'system' in place, many companies struggle to grow, relying on word of mouth or referrals to get new clients. Salespeople, and organizations in this position, are settling for scraps while they can be flooded with business by systematically targeting and closing high value prospects. Client Machine delivers a step-by-step blueprint for creating the machine that will produce new B2B clients on demand, allowing you to generate new clients (customers / accounts) as often as you like, simply by following the process again and again. Business Growth Expert and Author, George Athan, has written Client Machine in three sections: -Section One: The Foundation - Planning your campaigns and positioning your business to achieve rapid growth. This section properly lays the foundation to create a system that is scalable so that when the rocket fuel is added in sections two and three, you can continue to accelerate. -Section Two: Lead Generation Machine - Without booking meetings, there are no sales. Lead Generation Machine is exactly what it sounds like. This section shows you how to build your outbound system to target your ideal decision-makers and consistently fill your calendar with sales appointments. -Section Three: Sales Machine - The final section shows you how to take these leads and convert them with a sales process that is so potent, it has changed the game for many. With the introduction of the Speed Path, you will design a sales process that lines up perfectly with your prospect's buying process to deliver exactly what they need at exactly the right time. This powerful section will show you how to close more deals, while shortening your sales cycle. Client Machine is the end-to-end client acquisition system that streamlines sales and marketing to rapidly grow your customer base. Whether you are a salesperson, executive, or a business owner- this book has plenty for you.

Rain Making Ford Harding 2008-03-01 Sell and Market Like a Pro! In this new edition of his classic book, Rain Making, Ford Harding reveals step by step how--even if you've never sold a product in your life--you can become a top performer in your organization. Filled with easy-to-use strategies, checklists, tables, and guides, this book shows you how to: Write articles for professional publications Make cold calls like a sales pro Network to build a lasting customer base Develop a winning sales strategy With this book at your fingertips, you'll get the marketing and sales skills you need to survive--and flourish--one sale at a time!

The Art of Consultancy Calvert Markham 2019-07-31 "This is the practical approach I wish I had come across much earlier in my career." Cynthia Pexton-Shaw Whether you are just starting out, considering or already working as a consultant this book is essential reading, enabling you to understand the needs of your client and to get the result they want.

The Fast Track Mariam Naficy 1997 Offers job-finding advice, including interviews with recruiters and profiles of the top forty firms

Consulting Success Michael Zipursky 2018-10-16 How can you take your skills and expertise and package and present it to become a successful consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

The Challenger Sale Matthew Dixon 2013 Shares the secret to sales success: don't just build relationships with customers. This title argues that classic relationship-building is the wrong approach.

An Insider's Guide to Building a Successful Consulting Practice Bruce Leslie Katcher 2010 Whether you're just beginning a career in consulting or you're a veteran of the industry, this invaluable resource provides practical, real-world advice based on 200 independent consultants' survey results to help you build and maintain a thriving business.

ACT Now: How Successful Consultants Thrive During Chaos and Uncertainty Michael Zipursky 2020-04-17 In times of chaos and uncertainty, some freeze up or falter, but others rise up and prosper. When you're struggling with doubt and fear,

when your self-esteem and confidence are waning, this book provides a proven path for not only managing the chaos but thriving. In ACT NOW bestselling author and CEO of Consulting Success(R), Michael Zipursky shares how consultants can navigate through these challenging times to succeed and prosper in their consulting businesses. In ACT NOW you will learn how to: - Continue to grow your business regardless of the state of the economy - Use proven principles to develop a positive mindset when facing uncertainty - Find massive opportunity and gain competitive advantage in turbulent times - How to best deliver value to create long-term relationships and clients for life - And much, much more

\$250k Consulting William Yarberry 2018-02-21 Want to double or triple your income? Is your company or boss holding you back? Are you looking for independence, flexible hours, and more choice in how you make a living? Ever wondered if you could make it on your own? IT management consultant and business author William Yarberry, CPA, teaches you how to: Start your independent business. Acquire clients. Survive the critical first year. Build trust and client loyalty. Ramp up your productivity. Avoid breaking the unwritten rules. Imagine growing your earnings over the next five years by 100% or even 200%. Imagine working on your own terms where you can ... Choose where and when you work. Grow in the business/technical skills that best match your natural talents. Make sure no career crushing, negative people limit your growth and income. Take time off on your schedule. Start today: Make more money, take control of the course and direction of your life, and get more satisfaction from your work. Click the Buy Now button and get your copy of \$250K Consulting.

The Consultant Next Door Taylor Welch 2020-11-04 This modern-day consulting playbook walks you through everything from picking your niche, crafting your offer and setting your price? To getting in front of the right people, getting them on the phone, and then enrolling them as new clients? And then how to scale things up on your own terms so you can spend plenty of time on what's most important to you outside of your work. There's no point making so much money if it's at the expense of enjoying your life, right? The concepts and frameworks in this book were previously reserved for clients who invested \$10k to join our flagship program ClientKit? - but now you have the opportunity to get your hands on it all for a trivial sum.

The FT Essential Guide to Writing a Business Plan Vaughan Evans 2015-09-24 In one engaging, outcome-oriented book, The FT Essential Guide to Writing a Business Plan gives you: The essential knowledge you need to write a winning business plan – quickly and without fuss Guidance on how to focus throughout on the plan's purpose – to win backing Samples of what a good plan looks like, so you can benchmark your own as you write it Checklists, tips, examples and milestones to ensure you're on target Prompts to reflect on, evaluate and learn from your experience With advice that's instantly applicable, whether your business is a start-up or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.

THE AGENCY Luca Senatore 2019-01-25 How do you build a truly remarkable agency business that wins and keeps clients? In THE AGENCY: BUILD - GROW - REPEAT, you'll discover proven and actionable strategies and tools to build a remarkable agency business that wins and keeps clients (and staff), from sales, marketing, recruitment and everything in between.

Find Your Red Thread Tamsen Webster 2021-05-17 You have a terrific idea. You know it is so powerful that it could change a life, a market, or even the world. There's just one problem: others can't, or don't, see it... yet.

The Art of Selling to the Affluent Matt Oechsli 2010-12-14

The Practice of Professional Consulting Edward G. Verlander 2012-09-28 The Practice of Professional Coaching Change is the life-blood of consulting just as organizations endure only through successful change. The reality of this mutual need lies at the heart of what consulting is all about. Consultants solve problems created by the powerful forces of change in an organization's environment and in so doing, create change themselves. The Practice of Professional Consulting is a comprehensive examination of what has been called "the world's newest profession." In this practical resource Edward Verlander offers an overview of the industry and includes the most useful processes, tools, and skills used by successful consultants to produce solutions for their clients. The book also reveals why consulting is a growing and attractive career option. The best practices used by leading consulting firms are included in the book as well as the capabilities skillful consultant use in each stage of engagement. Verlander also recommends ways to ensure a consultant can solve a client's problems in a systematic, professional way. At the very heart of the book is the emphasis he puts on what is needed to become a truly trusted consultant. Filled with a wealth of must-have information from a wide range of consulting professionals, the book includes: a model of the consulting cycle; a diagnostic instrument for assessing consulting roles; ideas of how to develop political intelligence to navigate client organizations; tools for managing consulting meetings, risk assessment, and skills transfer; techniques in communications, emotional intelligence, presentations, and listening; and much more. Written for anyone wishing to start a consulting business, new employees at established consulting firms, facilitators of consulting training programs, and faculty at business schools, this important resource provides an easy way to understand the stages, roles, and tasks of consulting found in any type of consulting and it provides simple and easy-to-use techniques and templates for implementation.

The Brain Audit Sean D'Souza 2009-08 How the Brain Goes Through Decision-Making: Do you often wonder what your customer is thinking? Don't leave the thought process to chance and let that customer walk away. Your customers don't want to walk away. They want to buy from you. So how does the brain make decisions? And what causes it to get confused? The Brain Audit shows you how the customer takes decisions. And what you need to put in place, so that the customer feels happy to buy products or services from you. The Brain Audit isn't about persuasion or any mind tricks. Instead it shows you the information that your customers need in order to make a decision. It shows you how to present that information, and thereby enable the customer to intelligently go through a purchase sequence. The Brain Audit is designed to do the following: brain_audit_benefits 1) Enable you to spot every one of the 'seven bags' that are required to make a decision 2) Present those bags to the customer in the right sequence. 3) Enable you to get the customer to buy without needing to use pressure tactics.

The Irresistible Offer Mark Joyner 2010-12-22 Your customers are going to give you three seconds to make the sale. Do you know what to say in those three seconds? The marketing methods of the past are losing effectiveness as consumers are getting smarter and smarter and have less and less time. What is needed is a new way of doing business-a method that is simultaneously socially responsible and far more effective than "old" marketing. This new way is The Irresistible Offer. "The Irresistible Offer is the missing link in many marketing books." –Joe Sugarman, Chairman, BluBlocker Corporation "The Irresistible Offer reveals secret after proven secret guaranteed to pump fresh power into your sales process." –John Du Cane, CEO, Dragon Door Publications, Inc. "As the world's fastest reader (Guinness Book certified) I've read just about every business and marketing book in existence. The Irresistible Offer by Mark Joyner is, by far, the easiest and most powerful. If you want to make a profitable business (any business small or large), The

Irresistible Offer should be your starting point." –Howard Berg, "The World's Fastest Reader" "I've read every book on marketing printed in the last 150 years. This is the first breakthrough in over fifty years." –Dr. Joe Vitale, author of The Attractor Factor "If I had to choose one modern marketing genius to learn from, it would be Mark Joyner. The Irresistible Offer belongs in the hands of everyone wanting to wildly succeed in business." –Randy Gilbert, a.k.a. "Dr. Proactive" host of The Inside Success Show

Radical Relevance: Sharpen Your Marketing Message - Cut Through the Noise - Win More Ideal Clients Bill Cates

2019-09-15 Sharpen Your Marketing Message - Cut Through the Noise - Win More Ideal Clients Radical Relevance will help you cut through the daily barrage of message overload your prospects experience, to reach the right people at the right time with the right message. You will learn principles, strategies, and tangible tactics to help you: - Craft an irresistible marketing message that attracts the attention of your ideal clients. - Create a Unique Selling Proposition that makes you look different and separates you from your competition. - Brand your business through the problems you solve and the opportunities you create. - Create and deliver an Elevator Pitch that is authentic and compelling. - Reach more high-level prospects who need your value. - Persuade and move prospects to action so they follow your recommendations. - Build a more profitable, fulfilling, and enjoyable business. RADICAL RELEVANCE is filled with value proposition examples and unique branding case studies. RADICAL RELEVANCE is your road map to growing your business in a crowded and noisy marketplace. RADICAL RELEVANCE is about finding the bullseye for your business. You start with a relentless passion for truly knowing your clients - for identifying and solving their critical challenges and maximizing their opportunities. You narrow your focus to define a clear and profitable target market. Then, you zero-in to identify your Right-Fit Clients(TM). Continually tightening up your focus allows you to sharpen your marketing message - to cut through all the noise in the marketplace and resonate with your prospects - to capture their attention and compel them to take action. RADICAL RELEVANCE is about solving the right problems, with the right product or service, for the right people, with the right message, through the right medium, at just the right time. RADICAL RELEVANCE is not a theory. It's your path to exponential growth. Your radically relevant message will be irresistible to just the right prospects, compelling them to follow your recommendations, while simultaneously repelling those prospects who aren't a perfect fit for your business. BILL CATES, CSP, CPAE is an internationally recognized client-acquisition expert and highly sought-after speaker. Elected by his peers into the Professional Speakers Hall of Fame, Bill has delivered his impactful, high-energy message on six continents to more than half a million professionals, executives, and business owners. Bill is the author of three Best Sellers: Get More Referrals Now, Don't Keep Me a Secret, and Beyond Referrals. Through his presentations, consulting, coaching, and video-based training programs, Bill shows businesses of all sizes how to increase revenue without increasing their marketing budgets. A successful entrepreneur, Bill built and sold two successful companies before turning his attention to businesses and professionals create irresistible value propositions. When Bill isn't working, he's planning his next adventure. Bill has trekked through the Himalayas of Nepal and the Andes of Peru, camped in the Arctic Circle, lived on a houseboat in Kashmir, and toured the country as a drummer in a rock and roll band. It's time to take a stand with your value It's time to get Radically Relevant BE RELEVANT OR BE IGNORED BE COMPELLING OR BE FORGOTTEN

Linkedin Riches John Nemo 2014-04-02 What if there was a lead generation strategy or platform available online where you could literally wake up each morning to an inbox overflowing with fresh, hot leads? What if around the clock you had a system that brought you qualified prospects looking to buy exactly the type of product or service you were offering? What if all of that happened without you having to leave your desk? What if this system, this new way of generating leads, freed you up to do the things you loved because it took less time, less expense and less effort than everything else you've ever tried? If you're interested in having that vision become a reality, then you need to read this book! Because I'm going to show you EXACTLY how I made more than \$135,000 in just 90 days using LinkedIn. I did it all by myself, and I did it all inside a tiny niche. This isn't some get-rich-quick scheme or "push a button and make money" type approach. Rather, it's about understanding how to enhance your personal brand, how to leverage LinkedIn's built-in advantages and how to apply the specific type of selling psychology that generates nonstop leads and customers when done correctly. The simple formula I'll teach you works in any niche, takes just a few minutes a day to apply and drives targeted, ready-to-buy prospects to your virtual front door. It doesn't matter what your experience level is when it comes to LinkedIn - literally anyone can do this! Find out RIGHT NOW just how easy it is! Inside This Book You'll Discover: - How to ensure your LinkedIn profile ranks #1 in your niche or industry. - How to instantly locate your ideal prospects on LinkedIn no matter what industry you're in. - How to engage your ideal prospects on LinkedIn by creating instant likability and trust. - How to create content on LinkedIn that establishes your credibility and attracts your ideal prospects - How to turn LinkedIn Groups into your own personal ATM Machine.- How to move new LinkedIn connections from prospects to paying customers as quickly as possible.

The Irresistible Consultant's Guide to Winning Clients David A. Fields 2017-03-21 Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In *The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom*, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

The Elite Consulting Mind Michael Zipursky 2017-10-05 Whether you're just getting into consulting or you're a seasoned consulting veteran but aren't experiencing the level of success and results you truly desire, this book offers you the advantage you need. Michael Zipursky, CEO of ConsultingSuccess.com and coach to elite consultants, has coached and trained more than 6000 consultants from around the world. In this book, Michael identifies the most significant factor in your success: your mindset. He shares with you the principles used by elite consultants that will help you overcome challenges, remove obstacles, and grow your business significantly, including: - How to build confidence by confronting the four major questions of self-doubt. - 3 specific steps you can take to attract ideal clients consistently. - Simple shifts you can make to increase your fees by 300% or more. - The best business model for consultants to achieve meaningful success. - Practical ways to turn failure into a growth opportunity and use worry to your advantage. - And so much more. By applying these proven mindset shifts and the principles that Michael shares with you in *The Elite*

Consulting Mind, you can achieve meaningful, even limitless, success in your consulting business.

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.

Clients for Life Andrew Sobel 2001-02-21 Finally, the book that all professionals frustrated with fleeting client loyalty and relentless price pressure have waited for -- the first in-depth, client-tested guide to developing lasting business relationships. What separates extraordinary professionals from ordinary ones? Why are some professionals always drawn into their clients' inner circle of advisers, while others are employed on a one-shot basis and treated like vendors? Based on groundbreaking research, *Clients for Life* sets forth a comprehensive framework for how professionals in all fields can develop breakthrough relationships with their clients and enjoy enduring client loyalty. Drawing on insights from extensive interviews with both leading CEOs and today's most prominent client advisers, Jagdish Sheth and Andrew Sobel debunk the conventional wisdom about professional success -- "find a specialty, do good work" -- as hopelessly inadequate in a world where clients have unlimited access to information and expertise. The authors replace these tired conventions with an innovative blueprint, supported by over one hundred case studies and examples drawn from consulting, financial services, law, technology, and other fields, for how you can evolve from an expert for hire -- a commodity -- to an extraordinary adviser. Riveting portraits of both exceptional contemporary professionals and legendary advisers such as Aristotle, Thomas More, Niccolò Machiavelli, and J. P. Morgan reveal how great client relationships are achieved in practice. Readers will learn, for example, to develop selfless independence, which tempers complete emotional, intellectual, and financial independence with a powerful commitment to client needs; to become deep generalists and overcome the narrow perspective caused by specialization; to systematically build lifelong trust; and to cultivate the power of synthesis -- big-picture thinking -- that is so highly valued by clients. Acclaimed by leading management thinkers, *Clients for Life* clearly illustrates the most important attributes and strategies of extraordinary client advisers and shows how you can use them to enrich your own relationships. It provides sophisticated professionals with the tools and insights they need to reap the rewards of lifetime client loyalty.

Never Say Sell Tom McMakin 2020-10-27 Learn the secrets of how recurring revenue is driven at expert firms like BCG, KPMG, EY, and more *Never Say Sell: How the World's Best Consulting and Professional Services Firms Expand Client Relationships* explains how to scale individual engagements into long-term business relationships. Cowritten by Tom McMakin, the coauthor of *How Clients Buy* and expert in account development, and colleague Jacob Parks, this book provides insights from key rainmakers at firms like Accenture, IBM, and more into how they drive growth from existing relationships. *Never Say Sell* is a business development guide for professional service providers like consultants, accountants, and lawyers, whether they are sole proprietors or members of account teams tasked with expanding key accounts. Doing good work with existing clients is not enough to have them come back to you again and again. You must do more. This book explores the techniques and methods that leading professional service providers use to add value, cross sell, and drive recurring revenue from existing engagements. *Never Say Sell* will help you turn one-and-done clients into some of your most exciting and lucrative relationships. It is a must-have for any professional who benefits from repeat business.

The Modern Seller Amy Franko 2020-12-10 Welcome to the new sales economy: the ever-changing intersection of business trends, technology, and cultural dynamics. It's disruptive. It's transformational. It's also full of opportunity. Left-field competition. Commoditization. App-like mindsets. Less loyalty. More decision makers. Faster ROI expectations. All of this has shifted what our prospects and clients need to succeed, and how they want to interact with and buy from us. This evolution in professional selling challenges everything for sales leaders and sales professionals-how to win new clients, grow existing business, and deliver sales results. In *The Modern Seller*, Amy Franko explains the factors behind this challenging new sales economy and its impact on customers, sellers, and leaders. She explains why it demands a modern seller: one who is a recognized differentiator, extends the value of his or her company's offerings, and is viewed by his or her clients as the competitive advantage in their success. Franko explains the Five Dimensions of the Modern Seller, which will become your blueprint for success in modern selling. These Five Dimensions-agile, entrepreneurial, holistic, social, and ambassador-will 10X the effectiveness of your sales activities and results. Through research, stories of her own personal journey, as well as anecdotes of other modern sellers, Frank offers specific and actionable strategies for sales professionals and leaders. You'll deliver top results and impact.

It Starts With Clients Andrew Sobel 2020-03-31 World-renowned client relationship authority shows you how to dramatically grow your business by mastering fourteen critical client development challenges Andrew Sobel, author of the international bestsellers *Clients for Life* and *Power Questions*, offers a proven,100-day plan for conquering 14 tough client development challenges and growing your client base. He's encapsulated 25 years of unique research, including personal interviews with over 3000 top executives, into a practical roadmap for winning more new clients and growing your existing relationships. You'll learn specific strategies to move confidently and predictably from a first meeting to a signed contract, and discover the agenda-setting techniques that create a steady stream of sole-source business. You'll master the art of reframing client requests, leading to broader, higher-impact engagements. You'll dramatically sharpen your ability to ask the powerful questions that can transform your client relationships. And, you'll learn to develop advisory relationships with influential C-suite executives. Andrew illustrates each weekly challenge with real-life examples drawn from thousands of executive meetings. He shares success strategies from having grown and led three highly successful professional service businesses as well as from his interviews with over 1500 acclaimed rainmakers. Andrew has taught these strategies to over 50,000 professionals around the world, and they're now available to you in this highly readable, portable masterclass. Whether you are early in your career and need a comprehensive guide to grow your client base from the ground up or are a seasoned practitioner who wants to accelerate your business growth, *It Starts With Clients* will take you to the next level.

Business Development For Dummies Anna Kennedy 2015-04-20 Growing a small business requires more than just sales *Business Development For Dummies* helps maximise the growth of small- or medium-sized businesses, with a step-by-step model for business development designed specifically for B2B or B2C service firms. By mapping business development to

customer life cycle, this book helps owners and managers ensure a focus on growth through effective customer nurturing and management. It's not just sales! In-depth coverage also includes strategy, marketing, client management, and partnerships/alliances, helping you develop robust business practices that can be used every day. You'll learn how to structure, organise, and execute an effective development plan, with step-by-step expert guidance. Realising that you can't just "hire a sales guy" and expect immediate results is one of the toughest lessons small business CEOs have to learn. Developing a business is about more than just gaining customers – it's about integrating every facet of your business in an overarching strategy that continually works toward growth. Business Development For Dummies provides a

model, and teaches you what you need to know to make it work for your business. Learn the core concepts of business development, and how it differs from sales Build a practical, step-by-step business development strategy Incorporate marketing, sales, and customer management in general planning Develop and implement a growth-enhancing partnership strategy Recognising that business development is much more than just sales is the first important step to sustained growth. Development should be daily – not just when business starts to tail off, or you fall into a cycle of growth and regression. Plan for growth, and make it stick – Business Development For Dummies shows you how.