

Marketing Professional Services - Michael Roe

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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. Author: Roe, Michael Publisher: Routledge Illustration: N Language: ENG Title: Marketing Professional Services Pages: 00224 (Encrypted EPUB) / 00224 (Encrypted PDF) On Sale: 2012-10-02 SKU-13/ISBN: 9780750641272 Lib Category: Marketing Lib Category: Professions - Marketing Category: Business & Economics : General Category: Business & Economics : Management - General Category: Business & Economics : Marketing - General

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