

How Clients Buy A Practical Guide To Business Development For Consulting And Professional Services

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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.

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Overview 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

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important skill any business, large or small, must tackle to grow and prosper.

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