



The Professional's Guide to Business Development: How to Win Business in the Professional Services

Stephen Newton

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When buying professional services, most clients will assume that you are competent in your field. They are therefore not hiring you mainly on the basis of your expertise but on factors such as price, and whether they want to do business with you. To minimise the issue of cost, you need to ensure that the benefits of working with you are clear to your customers. You need to move from transactional relationships towards partnership ones, and you need to identify the right prospects in the first place. The ability to ascertain, quickly and accurately, what drives your customer's decisions and to respond to their needs is critical in differentiating you from your competitors. If you can do these things well, you will win more business from both new and existing clients. This book gives you a repeatable and scalable methodology to achieve this.

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