

Selling Professional Services to Fortune 500

HOW TO WIN

THE BILLION DOLLAR MARKET

OF FINANCIAL CONSULTING,
MANAGEMENT ADVISORY
AND PROFESSIONAL SERVICES

DAVE L. LUTCHMITE

Selling Professional Services To The Fortune 500 How To Win In The Billion Dollar Market Of Strategy Consulting Technology Solutions And Outsourcing Services

John Dillard



Selling Professional Services To The Fortune 500 How To Win In The Billion Dollar Market Of Strategy Consulting Technology Solutions And Outsourcing Services:

Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and Gary S. Luefschuetz, 2009-10-04 The secrets to grabbing your share of an 800 billion market A recommended read for anyone in line management or business development roles whether selling to the Fortune 500 or public sector The book imparts commonsense information presented in a way that is easy to relate to and is useable Lisa Daniels Vice President SAIC A great play by play on how to enter and succeed in the professional services industry As companies look to improve profits that have been eroded by declining product margins a move into professional services has been the right answer for many This book can help you make the move Natalie Buford Young President The Rainfield Group About the Book Despite vast changes in the economy since the 2008 financial crisis the global consulting and outsourcing services markets remain robust and offer substantial growth opportunities While many companies retrench in the face of chaos leading management consulting firms and IT service providers are seizing the opportunity to adapt to the new business environment stay relevant to clients overcome sales and delivery obstacles and close new business opportunities To that end Selling Professional Services to the Fortune 500 explains how to get in the door whom to target and how to build the right relationships An operations and finance executive who has worked with the industry's top firms Gary S Luefschuetz leads you through the process of successfully selling to the world's biggest companies He provides expert insight into every element of the sales cycle from picking your delivery sweet spots to engaging with corporate procurement organizations to understanding the dynamics of the negotiation process With Selling Professional Services to the Fortune 500 you have what you need to Expand your delivery footprint Create brand awareness Provide a full suite of services across the consulting lifecycle Build and maintain trusted advisor relationships Develop a robust sales pipeline Manage stakeholders throughout the sales and delivery cycle The opportunities in the global consulting and outsourcing services markets have attracted an abundance of new providers so competition is fiercer than ever As a result pricing structures are heavily scrutinized and many services are being viewed as commodities by aggressive corporate procurement organizations Selling Professional Services to the Fortune 500 helps you price your service offerings accordingly and maintain your competitive edge

Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and Outsourcing Services Gary S. Luefschuetz, 2010-01-20 The secrets to grabbing your share of an 800 billion market A recommended read for anyone in line management or business development roles whether selling to the Fortune 500 or public sector The book imparts commonsense information presented in a way that is easy to relate to and is useable Lisa Daniels Vice President SAIC A great play by play on how to enter and succeed in the professional services industry As companies look to improve profits that have been eroded by declining product margins a

move into professional services has been the right answer for many. This book can help you make the move. Natalie Buford Young, President of The Rainfield Group, says, "Despite vast changes in the economy since the 2008 financial crisis, the global consulting and outsourcing services markets remain robust and offer substantial growth opportunities. While many companies retrench in the face of chaos, leading management consulting firms and IT service providers are seizing the opportunity to adapt to the new business environment, stay relevant to clients, overcome sales and delivery obstacles, and close new business opportunities. To that end, *Selling Professional Services to the Fortune 500* explains how to get in the door, whom to target, and how to build the right relationships. An operations and finance executive who has worked with the industry's top firms, Gary S. Luefschuetz leads you through the process of successfully selling to the world's biggest companies. He provides expert insight into every element of the sales cycle, from picking your delivery sweet spots to engaging with corporate procurement organizations to understanding the dynamics of the negotiation process. With *Selling Professional Services to the Fortune 500*, you have what you need to: Expand your delivery footprint, Create brand awareness, Provide a full suite of services across the consulting lifecycle, Build and maintain trusted advisor relationships, Develop a robust sales pipeline, Manage stakeholders throughout the sales and delivery cycle. The opportunities in the global consulting and outsourcing services markets have attracted an abundance of new providers, so competition is fiercer than ever. As a result, pricing structures are heavily scrutinized, and many services are being viewed as commodities by aggressive corporate procurement organizations. *Selling Professional Services to the Fortune 500* helps you price your service offerings accordingly and maintain your competitive edge."

Working Mother, 2000-10: The magazine that helps career moms balance their personal and professional lives.

Working Mother, 2002-10: The magazine that helps career moms balance their personal and professional lives.

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Never Say Sell by Tom McMakin and Jacob Parks, 2020-10-14: 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.

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

Winning Strategies Anirban Dutta, Hetzel W. Folden, 2014-05-14 This is the only book that we know of that focuses on the end to end IT services and outsourcing life cycle The target audience is anybody that wants to know about the IT services business The book is a complete seller's and buyer's guide for today's market Sellers will learn how to do analysis on the target market form the right bid team partner with relevant influencers and create unique go to market strategies for finding qualified IT services and outsourcing deals Both buyers and sellers will learn how to define appropriate engagement models create pricing and financial structures form well defined contracts negotiate effectively institute transition best practices and govern the entire program with success As a testament for its quality this book is endorsed via back cover blurbs advanced praise and foreword by top leaders of major IT services organization like NASSCOM International Association of Outsourcing Professionals IAOP Outsourcing Institute OI executives of top IT services companies like Perot Systems CSC and others and analysts from major advisory firms like Black Book of Outsourcing and Ovum Consulting Packed with witty anecdotes insights and lessons for the practitioner from the authors own and other experts experience and stellar trade performance Dutta and Folden's work is a vital read for customers vendors advisors and anyone involved in today's complex IT services and outsourcing deals

How Clients Buy Tom McMakin, Doug Fletcher, 2018-02-14 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

Selling Professional and Financial Services Handbook Scott Paczosa, Chuck Peruchini, 2013-11-11 An effective strategic framework for successful face to face selling for financial services industry professionals Times are very tough for people who sell professional services and *Selling Professional and Financial Services Handbook* offers a new solution proven in practice The book describes methods the authors have used and taught since the 1990s most recently at a major consulting firm where they led a Global Business Development team to revenue gains of 500% over six years in a period that included the recession of 2008 10 The solution is not any new twist on face to face selling techniques or the art of persuasion It s a strategic approach built around a simple fact the markets are tight but far from static Even with lean budgets client companies must respond to urgent changes and emerging threats in their industries Thus they will buy services from the sellers who can help them detect understand and cope with what s coming their way This handbook outlines a systematic way of becoming such a valued resource Readers learn to scan the horizon for early signs of rock ripple events Major changes in the business world often spring from new developments that are little noted or heeded at first by the client companies soon to be affected by them But like a rock dropped in a pond these events set off ripples that sweep through entire industry sectors creating must have service needs The book is written for everyone who sells or is responsible for selling professional services This includes but is not limited to law firms consulting firms finance industry public relations engineering and architectural services Readers who can benefit from the dynamic approach hold a variety of positions They include Attorneys consultants and other practitioners who must sell their services as well as execute CEOs equity partners practice area leaders functional and divisional leaders Private Equity or Venture Capital executives Sales or business development professionals from entry level to senior level Sales and marketing managers But the book is for sellers in every category who need a new and better approach to selling Many even the most skilled simply have not adjusted to the new normal of today s economy They persist with old strategies that cannot be as productive as they once were such as pursuing one off opportunities which are too few and too hard to win in lean times or old style relationship selling which gains little if any traction *Selling Professional and Financial Services Handbook* gives all such readers a new strategic framework within which to apply their face to face selling skills It is an approach that puts them in position to win so they can sell from ahead of the game instead of struggling to keep up with it

Winning in the invisible market

Robert A. Potter, 2003 How are successful professional service providers selling and winning new business in these turbulent

times Potter has found that the way to win is to engage clients before they look for service providers This book provides a map and navigation tools to penetrate and capture new business Marketing Your Consulting and Professional Services Richard A. Connor, Jeffrey P. Davidson, 1990 Here is a blueprint for professionals business people and technicians specialists who want to enter the consulting field or market their firms professional services more effectively and profitably This second edition is revised to serve as a marketing handbook for the 1990s and beyond and is based on the same client centered leveraged approach as the original edition showing how servicing fewer clients markets can generate greater profits It contains principle based practices and strategies culled from over 20 years of experiences in 600 firms effectively converting theory into practical reality for professionals who need to know what to do and how to do it **Microslices** John Dillard, 2015-08-13 THE WAY EXECUTIVES USE PROFESSIONAL SERVICES IS DYING Are you ready to get the most out of what comes next The longstanding business model of professional services is facing change unlike any other in its century long history Over the next 15 years unrelenting advances in technology data science and corporate culture will fundamentally disrupt your trusted advisors Exciting opportunities lie ahead for forward thinking organizations while disastrous threats await any buyer that s unprepared to adopt a new service delivery model MICROSLICES is a timely eye opening look at the changes that are already revolutionizing the professional services industry It provides specific steps you must take as a buyer of those services to protect your organization from wasted consulting fees outdated advice and generic solutions Consulting is dying Your top adversaries will react to the future will you Microslices is a great dive into understanding exactly why the boom in data sciences will completely change the way you use professional services It s quite simply a must read Keith Ferrazzi author of Never Eat Alone and the 1 NY Times bestseller Who s Got Your Back The book provides an excellent view into the future for everyone that provides or utilizes professional services It predicts the changes coming to the industry and how to embrace the changes in order to increase productivity and profitability Major General Steven W Smith Ret CEO of S W Smith Associates For more information about Big Sky visit www.bigskyassociates.com

The Profitable Consultant Jay Niblick, 2013-03-15 Selling can be uncomfortable for professional business consultants and executive coaches The two biggest problems are generating more qualified leads and turning those leads into actual paying clients Taking traditional beliefs about how best to sell and turning them completely upside down author Jay Niblick rewrites the sales playbook for the consulting and coaching industry His proven five step sales process is specifically designed for independent business consultants and coaches serving as a common set of rules to grow their practice deliver more value and generate more revenue The Profitable Consultant delivers a suite of ready to launch tools that will automate readers marketing efforts so they can focus more time delivering revenue generating services to even more clients

Selling Outsourcing Services: How to Collaborate for Success When Negotiating Application, Infrastructure, and Business Process Outsourcing Services Grant S. Lange, 2015-04-23 The Global Business Process Outsourcing and IT Services

Market exceeded 950 billion in 2013 Every indicator points to continued growth across all geographies and market segments for the foreseeable future In order to drive innovation and realize the full benefit and value proposition of the services being outsourced a shift in the method by which outsourcing services are procured is a necessity Simply put the current sales cycle and procurement approach is inefficient across time quality and cost parameters Selling Outsourcing Services asks difficult questions challenges the status quo and provides an alternative mechanism to achieve timely contract execution by shifting the focus from the consequences of failure to collaboration partnership and success An IT services executive with experience negotiating complex outsourcing services agreements across all industries Grant Lange leads you through the process of putting your best foot forward and negotiating an outsourcing agreement that will yield timely quality and cost effective delivery About the Author Grant S Lange is a sales and delivery executive with global experience negotiating large and complex application infrastructure and business process outsourcing agreements within the public and private sectors During his career he has negotiated outsourcing agreements that have generated in excess of 2 billion in new sales He is a partner at a leading IT services company and has served in a variety of leadership roles at some of the world s largest IT services advisory and software firms

101 Marketing Strategies for Accounting, Law, Consulting, and Professional Services Firms Troy Waugh, 2004-04-26 Troy Waugh the rainmakers rainmaker has provided a well designed blueprint for selling professional services that skillfully draws upon his more than thirty years in the field This practical highly focused guide to the selling process can help our firms achieve sales successes measured not only by effort but also by bottom line results Howard B Allenberg vice chairman and CIO BDO Seidman LLP Finally peerless focus on how to break into all aspects of the selling process and the currents of relationship and buyer development Learn how to build your personal and firm business more successfully Covers the process of relationship and buyer development Provides proven strategies from hundreds of the world s successful firms Order your copy today *Marketing Your Consulting and Professional Services*

Dick Connor, Jeff Davidson, 1997-09-22 While finding and keeping a core group of clients remains the bread and butter of any consultant s business doing so is far from simple in a field that s becoming increasingly crowded and competitive Today as the result of drastic shifts in the landscape information technology virtual organizations telecommuting targeting and attracting clients is a greater challenge than ever To help you meet that challenge head on *Marketing Your Consulting and Professional Services* the bible for consultants and professionals worldwide has been thoroughly revised and expanded This brand new Third Edition gives you the tools and the know how to survive and thrive in today s tough market Beginning with a comprehensive overview this updated resource keeps you abreast of current trends and issues In addition you will find complete coverage of Dick Connor s innovative and highly effective Client Centered Marketing CCM approach a practical deliverables driven system for penetrating specific markets This easy to follow six part process helps you achieve a myriad of essential marketing objectives from expanding services for current clients and capitalizing on the potential within your business

to generating profitable growth and managing your image with clients and targets. With a wealth of new information that focuses on finding and qualifying new clients, what every consultant worries about, most this new edition of *Marketing Your Consulting and Professional Services Third Edition* provides essential information on analyzing your current business or practice, evaluating clients, assessing existing prospects, preparing a strategic profile, becoming client smart, determining how the niche industry is organized, identifying requirements for success, determining its needs, building market awareness, maintaining positive name recognition, establishing your firm's intended image, prospecting, acquiring new high potential clients, preparing a winning proposal, selling the value adding solution, ensuring client satisfaction, handling service and relationship breakdowns with a practical recovery action sequence. Complete with helpful worksheets and checklists as well as precise definitions of terminology and an annotated bibliography, *Marketing Your Consulting and Professional Services Third Edition* is a must for today's fiercely competitive, highly demanding marketplace. Praise for the previous edition of *Marketing Your Consulting and Professional Services*: Loaded with examples, useful forms, and informative exhibits, *Marketing Your Consulting and Professional Services* is an extraordinary how-to manual that provides vital step-by-step instruction and advice on how to maximize profitability and success. Marketing is a how-to you shouldn't do without. *Managers Magazine*. This is definitely a MUST READ book for entrepreneurs and business professionals of all types. The attention to detail provides practical insights on the critical keys to marketing success. Dr. Peter Johnson, Corporate Marketing Strategist. As today's business environment becomes increasingly competitive, consulting professionals look for fresh approaches and innovative ideas to cut through the clutter and increase their share of business. *Marketing Your Consulting and Professional Services* provides highly useful information for every professional consultant. It's an essential purchase. Jonathan D. Blum, Managing Director, Ogilvy Mather Public Relations, Singapore. *Marketing Your Consulting and Professional Services* is excellent. It contains down-to-earth, indispensable tips for marketing consulting services. Vital reading for both beginners and seasoned consultants worldwide. I wish I had had this daily guide during my rough start. Dr. Oskar Pack, Management Consultant and Sales Trainer, Euskirchen, Germany. [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 consultants 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 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.

An Insider's Guide to Building a Successful Consulting Practice Bruce L. KATCHER Ph.D., 2010-03-15. Whether you're a beginner just starting up a consulting practice or a veteran looking for ways to invigorate your existing business, *An Insider's Guide to Building a Successful Consulting Practice* is an invaluable resource. Featuring real stories from consultants in diverse industries, the book offers simple yet powerful ways to identify a market and narrow your focus. Make a smooth transition from employee to independent consultant. Sell effectively even if you've never sold before. Establish visibility through speaking, writing, and networking. Build credibility by leveraging the credibility of others. Set prices based on value. Develop a marketing strategy and divide your time between marketing and delivering your services. Keep plenty of work in your pipeline. Adapt and thrive in any market condition. And much more. Complete with the results of an original survey of 200 successful independent consultants, this handy guide provides the kind of real-life advice you need to build a thriving business.

Selling Professional Services To The Fortune 500 How To Win In The Billion Dollar Market Of Strategy Consulting Technology Solutions And Outsourcing Services Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the ability of words has be much more evident than ever. They have the capability to inspire, provoke, and ignite change. Such may be the essence of the book **Selling Professional Services To The Fortune 500 How To Win In The Billion Dollar Market Of Strategy Consulting Technology Solutions And Outsourcing Services**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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