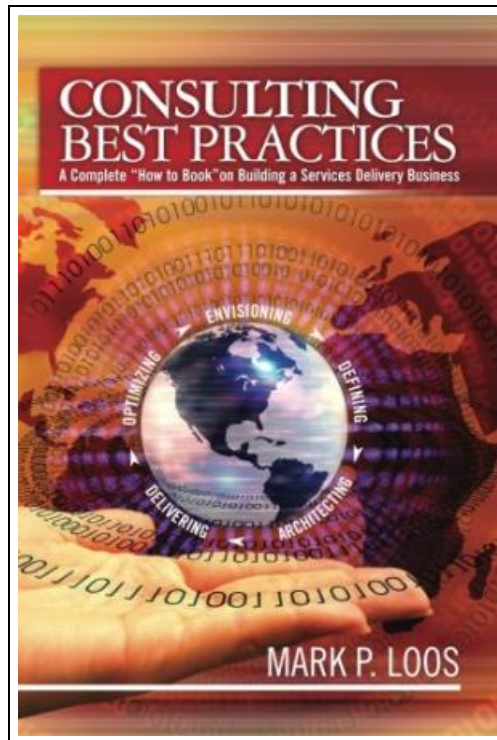


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Createspace Independent Publishing Platform, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Consulting Best Practices is a complete How to book on running a consulting organization. The book is based on the author s 18 years of experience in IT management and 13 years in the IT consulting industry. During those 13 years the author performed many different roles. These roles included billable consultant, project manager, managing consultant, services sales executive, and owner of a consulting company. The author worked for both small niche organizations as well as global services leaders. The book is a condensed version of all the knowledge the author gained in working in these environments. And, because he spent so many years as a client for these services, the best practices described in the book are supported by experiences gained as a consulting services customer. The book was inspired by the fact that while many consulting organizations are successful operations, there are always one or two areas of weakness that impede the company from achieving its potential. Having worked in both small and large consulting companies, the author has compiled all the best practices he felt were relevant to the industry and presents them in five well defined sections. Section I provides a complete list of services characteristics that consulting companies can use to compare against their own marketing approach. Differentiating services and capabilities is essential in today s competitive market. This section guides the readers through the elements needed to build credibility through marketing while emphasizing the unique qualities that will make a services organization standout. Section II presents the basis for why Services Salespeople need to understand the services industry, the customer mindset, presales planning, how to position the company and its capabilities, understanding the competition...

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