



Consultative Selling for Professional Services: The Essential Sales Manual for Consultants and Other Trusted Advisers

Richard White

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Learn how to sell without being pushy. This book will enable you to develop the mindset that is key to being effective at sales, without abandoning your integrity or your status as a trusted adviser. You will gain insights and easy to implement strategies that will help you win more profitable clients, increase income from existing clients, and feel comfortable with selling.

Many professionals see sales as a dirty word, and yet to achieve higher levels of financial success and career progression in the world of professional services, you need to be able to find profitable work for both yourself and your associates. Richard White, founder of TheAccidentalSalesman.com, brings you the essence of 17 years of research and experience that enabled him to build powerful and loyal clients for the IT consulting firm he worked with. Richard has trained and mentored thousands of trusted advisers to be more effective at selling professional services and to enjoy the process! Today he supports the sales growth of clients ranging from small businesses to blue chip organisations.

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