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Business David A. Fields Founder of Ascendant Consulting and Author of The Irresistible
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Win Someone Over In 5 Seconds: Conversation Tricks - Matthew Hussey, Get The Guy²⁵⁹.
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How To Land Freelance Consulting Clients (from ex-McKinsey consultant Will Bachman)¹⁷⁴.
~~How to set consulting fees How to Design an Irresistible Consulting Sales Presentation With
Nancy Duarte~~

The Ultimate Covid-19 Marketing Guide (How To Market During A Recession)²²¹. David A
Fields shares tips on how to convert leads into confirmed projects Conversation With
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In The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees.

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In The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees.

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In The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

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--Charles Green, author of #1 bestseller The Trusted Advisor "David A. Field's Irresistible Consultant's Guide to Winning Clients redefines the laws and rules of attraction. He creates new definitions for connecting, engaging, and convincing immediate business that lasts for the long term.

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The Irresistible Consultant's Guide to Winning Clients: 6 Steps to Unlimited Clients and Financial Freedom is a book beyond business guidance. The substance is life support for the fulfillment and joy we all yearn for. Fields shows us how to learn our most important life lessons through playing the game of business.

~~The Irresistible Consultant's Guide to Winning Clients ...~~

The Irresistible Consultant's Guide To Winning Clients is the product of Fields' consulting philosophies that help clients create value and produce success. David A. Fields is Managing Director of Ascendant Consortium, a group of elite, independent business consultants whose clients span the Fortune 500.

~~The Irresistible Consultant's Guide to Winning Clients: 6 ...~~

It's The Irresistible Consultant's Guide to Winning Clients. And, you know, many of you know I started my life as an attorney, which is basically a consultant, although we have the legal license, so it's a little bit different. But we're really giving consulting type advice on very specific, technical legal issues.

~~The Irresistible Consultant's Guide to Winning Clients By ...~~

The Irresistible Consultant's Guide to Winning Clients doesn't only cover the staples of consulting: networking, acquiring leads, and writing proposals - it covers ALL them. He covers

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every aspect of building a successful consulting practice in a systematic, step-by-step way. To do so, David outlines "The Six Steps", which are as follows:

~~7 Things I Learned From The Irresistible Consultant's ...~~

Blog Tour: The Irresistible Consultant's Guide to Winning... In The Irresistible Consultant's Guide to Winning Clients you'll learn a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side

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In The Irresistible Consultant's Guide to Winning Clients you'll learn a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, this is a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

~~Book - David A. Fields~~

Blog Tour: The Irresistible Consultant's Guide to Winning Clients. Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental ...

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The Irresistible Consultant's Guide to Winning Clients: 6 Steps to Unlimited Clients & Financial Freedom eBook: Fields, David A.: Amazon.co.uk: Kindle Store

~~The Irresistible Consultant's Guide to Winning Clients: 6 ...~~

In The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees.

~~The Irresistible Consultant's Guide To Winning Clients ...~~

2017 - The Irresistible Consultant's Guide to Winning Clients. The most highly recommended book on building a consulting practice released in over 30 years, The Irresistible Consultant's Guide to Winning Clients shows consultants like you how to close more consulting engagements. Today - It's all about you!

Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a

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consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In *The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom*, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

Learn the fundamentals of attracting clients, and catapult your business to new levels!

Maximize Your Return on Expertise Research shows a high proportion of consultants fail to deliver results on time, on budget, and on target. Rare is the project that exceeds your expectations. But help is here. *The Executive's Guide to Consultants* explains how to ensure that every project delivers measurable benefits every time. This book will help you find experts, invest wisely, accelerate change, and achieve your most important goals by tapping into the genius of others. *The Executive's Guide to Consultants* contains breakthrough ideas covered by no other book, including: Sophisticated new contract structures that maximize your ROI Essential methods for reducing project risk Cutting-edge techniques for making change stick after the consultant leaves You will also learn to: Spot "chameleons" and other low-quality

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consultants who peddle tired ideas and deliver disappointing outcomes Get better results faster, while lowering fees Find the ideal consultant, coach, agency, or advisor for your precise situation Enforce accountability with outside experts and your own internal team Imagine if you could collect the wisdom of dozens of the country's top CEOs, combine it with the experience of a hall-of-fame consultant, and add a bucketful of unconventional thinking. You'd have The Executive's Guide to Consultants. Easy to read and packed with examples, checklists, templates, and guidelines, this book is the ultimate toolkit for maximizing your ROI from outside experts. Get extraordinary results from every consultant you hire "An extraordinary book. Clear, comprehensive, and eminently readable, it is THE book on how you can extract true business value from outside experts." -- Scott Cotheman, Chairman, TBWA\WorldHealth, subsidiary of Omnicom Group, Inc. "This is the Master Class for those who are smart, innovative, ahead of the pack, and who intend to stay that way. If you're not yet in that league, you should read this book twice." -- Alan Weiss, author, Million Dollar Consulting and The Consulting Bible "A terrific guidebook, with much of the advice equally applicable in managing your organization's internal talent. It's an easy, engaging read with a wealth of insights and detailed action steps--I highly recommend it." -- Brian Walker, President and CEO, Herman Miller, Inc. "A powerful antidote to the strained relationship between consultants and clients." -- Garry Ridge, CEO, WD-40 Company "This book shows you how to make your consultants' work stick. No more major investments in experts or programs that evaporate after only a few months or years." -- De Lyle Bloomquist, President, Tata Global Chemicals "Fields's messages are delivered in the way that all executives would like our outside resources to do it: capably, with straight talk and incredible insight." -- Ralph Scozzafava, Chairman and CEO, Furniture

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Brands

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.

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

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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 undervalued, 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.

Bestselling author of Million Dollar Consulting share the secrets of writing winning proposals Intended for consultants, speakers, and other professional services providers, Million Dollar Consulting® Proposals ends forever the time-consuming and often frustrating process of writing a consulting proposal. It begins with the basics—defining these proposals and why they are necessary—and coaches you through the entire proposal process. In this book, you'll learn how to establish outcome-based business objectives and maximize your success and commensurate fees. From bestselling author Alan Weiss, Million Dollar Consulting Proposals delivers step-by-step guidance on the essential element in creating a million dollar consultancy.

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Outlines the nine key components to a Million Dollar Consulting proposal structure Presents a dozen Golden Rules for presenting proposals Offers online samples, forms, and templates to maximize the effectiveness of these tools The New York Post calls bestselling author Alan Weiss "one of the most highly regarded independent consultants in America." Alan Weiss's expert guidance can lead your consulting business to unprecedented success, and it all starts with a million dollar proposal.

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

How can you take your skills and expertise and package and present it to become a successful

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consultant? There are proven time-tested principles, strategies, tactics and best-practices the most successful consultants use to start, run and grow their consulting business. Consulting Success teaches you what they are. In this book you'll learn: - How to position yourself as a leading expert and authority in your marketplace - Effective marketing and branding materials that get the attention of your ideal clients - Strategies to increase your fees and earn more with every project - The proposal template that has generated millions of dollars in consulting engagements - How to develop a pipeline of business and attract ideal clients - Productivity secrets for consultants including how to get more done in one week than most people do in a month - And much, much more

Each year, thousands of consulting contracts are awarded by organizations to experts who help them with challenges involving people, processes, technologies, goals, resource allocation, decision making, problem solving, and more. These experts - consultants - diagnose problems, recommend solutions, facilitate interventions, and evaluate outcomes that are often related to human communication. Some consultants are academicians skilled in both doing and interpreting research for clients; others are practitioners with little use for research and theory. Driving all of the ideas showcased in *Consulting That Matters: A Handbook for Scholars and Practitioners* is the premise that sound theory and research are critical to consulting success, and should be the blueprints for successful organizational transformation. Thus, this book is for all types of consultants, including the very best who are at the top of their games and those who believe theory and research belong in ivory towers, not business settings. Featuring a «who's who» of preeminent communication scholars/consultants, each

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author shares frameworks, strategies, and examples from their own diverse experiences, all grounded in rich, substantive theory and research. The volume offers even the most skilled and experienced consultants a range of alternative approaches, paradigms, and competencies to build their credibility and make them more valuable to their clients in a dynamic, ever-evolving business climate.

Offers job-finding advice, including interviews with recruiters and profiles of the top forty firms

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