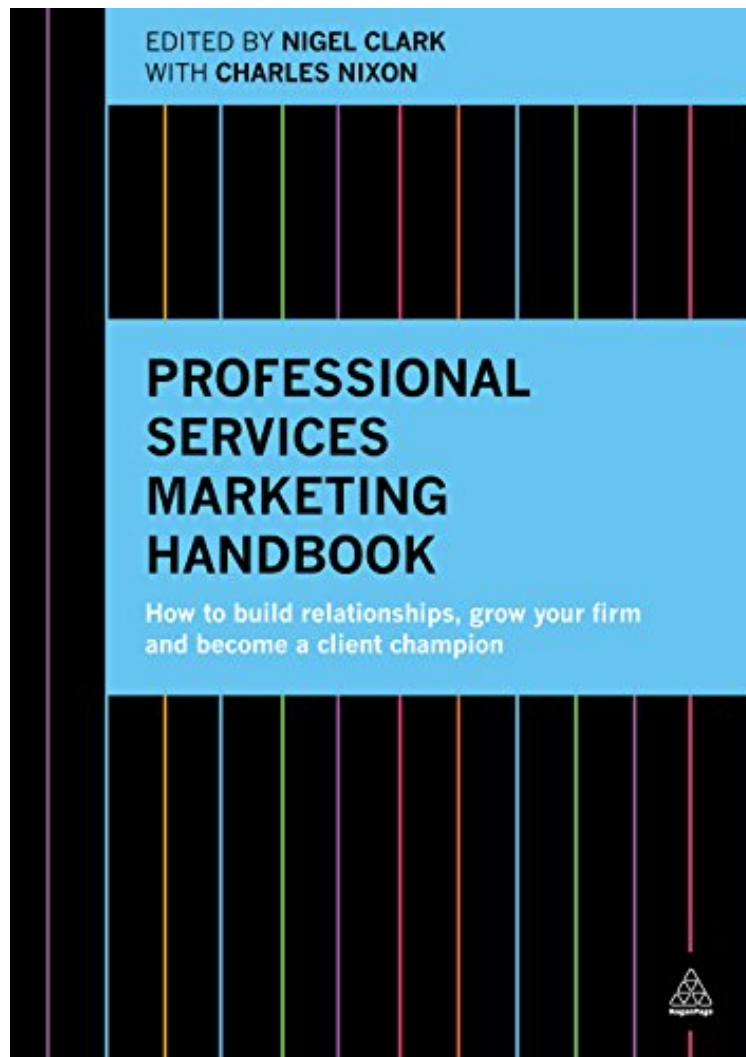


(Download ebook) Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion

Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion

Nigel Clark, Charles Nixon
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Nigel Clark, Charles Nixon : Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion before purchasing it in order to gauge whether or not it would be worth my time, and all praised Professional Services Marketing Handbook: How to Build Relationships, Grow Your Firm and Become a Client Champion:

0 of 0 people found the following review helpful. Insightful Book for Professional Service Marketers By Cynthia Sharp I appreciate all of the insights and validation that I have gained from reading this book. Highly recommended for any professional marketer (or any professional who would like to take their business to the next level). 3 of 3 people

found the following review helpful. Raising professional services marketing to a new level of sophistication

By John Gibbs
 Professional services firms have to recognize that they are no longer in business just to provide technically excellent products and services; they need to go the extra mile to anticipate, understand and deliver commercial solutions to their clients, in a manner and style that not only resolves their clients' challenges, but also delivers a great experience in the process, according to Nigel Clark and Charles Nixon in this book. The professional services environment has changed rapidly, and the marketing tactics which may have worked ten or twenty years ago are no longer sufficient. A marketing department which is simply generating newsletters which nobody reads and glossy brochures containing unsupported boasts about the 'nature of the firm's services' is adding very little value to the business, even if the partners in the firm think that that is what the marketing department should be doing. The book focuses on five key themes of the successful professional firm marketer's role:

- Growth: identifying and choosing markets and clients
- Understanding: listening and responding to client needs
- Connecting: building a conversation with clients and stakeholders
- Relationships: developing and managing client relationships
- Managing: influencing the marketing organisation

Although it is usually difficult for editors to maintain consistent quality when different chapters are written by different contributors, I found something of interest in every chapter of this book. In my opinion this book raises the difficult role of a marketer in a professional services organisation to a new level of sophistication, and I highly recommend it.

1 of 1 people found the following review helpful. Specialist, interesting

By Darren Ingram_dot_com
 Marketing professional service and consulting businesses can pose their own unique challenges, after all you probably can't build a major brand around a typical firm of accountants in a small town and very few people are going to want to wear t-shirts featuring the firm's logo and go-ahead slogan! Yet elements of marketing and profiling are going to be necessary and this book seeks to help the specialist marketer. This fairly compact book covers a lot of ground, looking at the various issues and challenges that affect professional service companies such as business development, marketing and operational positioning. The authors carefully mix theory, case studies and real-world practical experience together and give their advice in this easy-to-read, actionable and accessible book. It is in many ways a specialist read, presenting many diverse views and opinions that are capable of being attractive to a fairly broad audience. It provides a wealth of information at a reasonable price and should be strongly considered if you or your firm has a need to boost its marketing efforts. The publishers continue to maintain a great balance between readability and detailed information, meaning that you are not going to be fighting this book: it will work with you to achieve your desired goals and objectives. In the right hands, it might be one of your better purchases!

Professional Services Marketing Handbook, written by Nigel Clark Charles Nixon and published by Kogan Page. ISBN 9780749473464, 280 pages. YYYY

The market for professional services and consulting firms is changing, driven by evolving and more demanding client requirements. Legal, accountancy and other professional services firms are now looking for a new breed of leaders with the insight to help deliver those requirements. Professional Services Marketing Handbook, published in association with the Professional Services Marketing Group, is for marketing and business development professionals, sales specialists, and a firm's technical practitioners who want to play a fuller role in their firm's obsession with client relationship development to increase their impact and influence. Featuring international case studies and best practice from industry leaders and experts such as Allen Overy, Baker McKenzie, PwC, Kreston Reeves and White Case, Professional Services Marketing Handbook explains how to become a complete client champion - the voice of the client - to both shape and deliver a firm's client solution and experience. It helps marketers develop a growth strategy for their firm, understand and connect with clients more deeply and develop and manage client relationships to build successful brands.

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