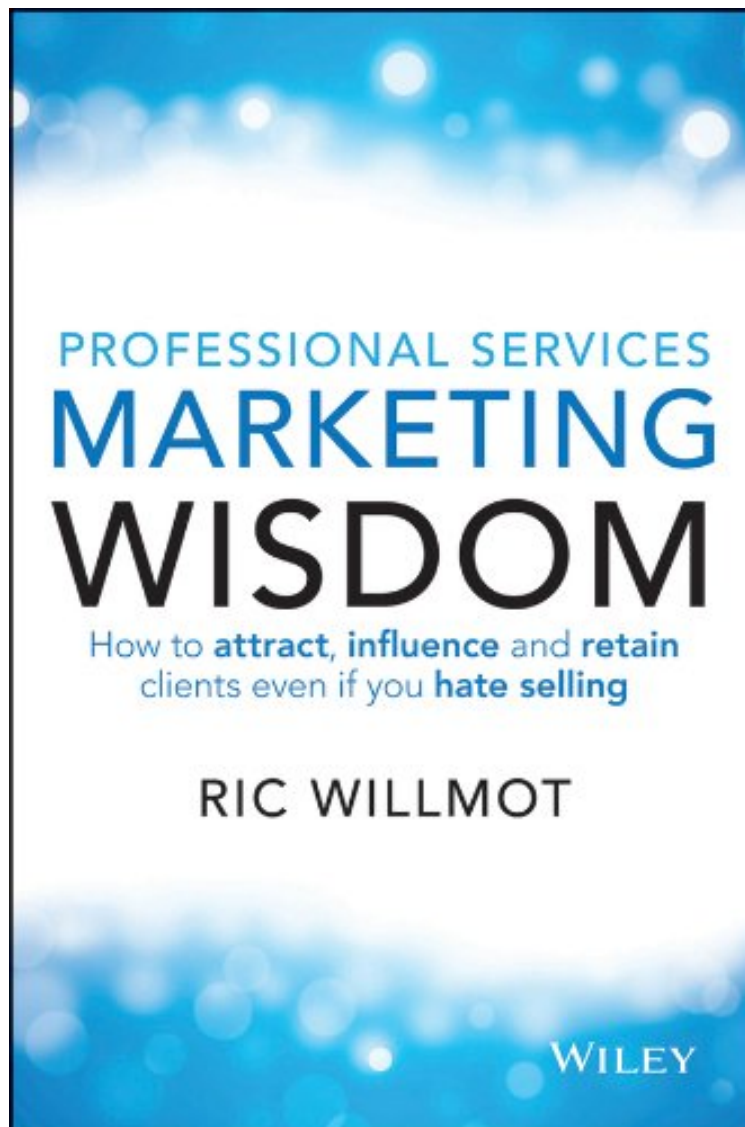


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## Professional Services Marketing Wisdom: How to Attract, Influence and Acquire Customers Even If You Hate Selling

*Ric Willmot*

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**Ric Willmot : Professional Services Marketing Wisdom: How to Attract, Influence and Acquire Customers Even If You Hate Selling** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Professional Services Marketing Wisdom: How to Attract, Influence and Acquire Customers Even If You Hate Selling:

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Lewis Ric's approach is actually right on the money. Not only do I use the concepts in my own business and use them as part of my Marketing Strategy, I use the same concepts when working with my business coaching clients, and when developing strategies with coaching and consulting clients, both big and small. The Whirlpool generates the power to assist any business formulate and implement a plan to keep in contact with existing clients and to also establish contact with new clients and ensure that potential clients receive the best of attention as well. Congratulations Ric on a well-presented, easy to understand and action book. 0 of 0 people found the following review helpful. A must read for all sales professionals. By Customer This book was eye opening and is relevant to management and the sales team alike. Marketing Wisdom walked through the power 'whirlpool' of developing a new contact and turning them into a dominant and long lasting relationship / friendship. If you're new to sales or a sales veteran, this book is for you.

Effective marketing tactics and strategies for professional service providers If you own and operate your own professional services firm—in accounting, finance, law, or another field—you know just how important marketing is to the success of your business. If you can't get your name out there, you won't have any customers to call your own. This handy guide offers a comprehensive plan for attracting and acquiring clients for small and even one-person firms—no marketing degree required. The strategies and tactics here are fun, easy-to-understand, and doable right now. All you need to bring is enthusiasm and commitment. You'll learn how to identify potential clients, explain why you're their best choice, grow your market share, get great referrals, designate which clients are long-term, profitable keepers, and much more. Features easy-to-implement marketing tactics and strategies for small professional services firms in any industry Ideal for anyone who runs a small firm, as well as professionals in larger firms who want to climb the ladder Shows readers with no marketing background how to boost their businesses Negates the need for expensive and often ineffective external marketing or sales consultants or branding and public relations firms For anyone who runs their own firm, Professional Services Marketing Wisdom offers unbeatable guidance on attracting and keeping the clients that small firms need to survive and thrive.

From the Back Cover Attract and acquire all the clients you desire, faster than you imagined hellip; Why do some professional services practitioners get great referrals and grow their market share? In Professional Services Marketing Wisdom, Ric Willmot guides you in charting a course from marketing frustration to unprecedented business results. Using the simple yet powerful Whirlpool Marketing system, Ric outlines the essential principles you need to know to accelerate the marketing performance of your professional practice. By implementing the strategies outlined in this book, you'll be able to accomplish the business growth goals you set for yourself, no matter how audacious. You don't need a marketing background to learn how to: identify your market niche, or create your own build a solid brand identity that resonates with clients make use of both traditional and up-to-the-minute digital marketing tools quickly and easily gather critical market and client data write winning proposals tailored to each client's needs and goals dominate your market sector. Most importantly, you'll learn a marketing system that creates breakthrough business results that will help your business survive and thrive. About the Author RIC WILLMOT is an expert in productivity and performance with extensive experience in accounting, financial planning and organisational development consulting. Ric heads a successful consulting firm working with major international corporations, which he built from zero in 2004 to seven figures by 2012, using the techniques and strategies described in this book—without paying for any advertising or employing any sales or marketing staff.