Selling Professional and Financial Services Handbook + Website (Wiley Finance)

Scott Paczosa, Chuck Peruchini
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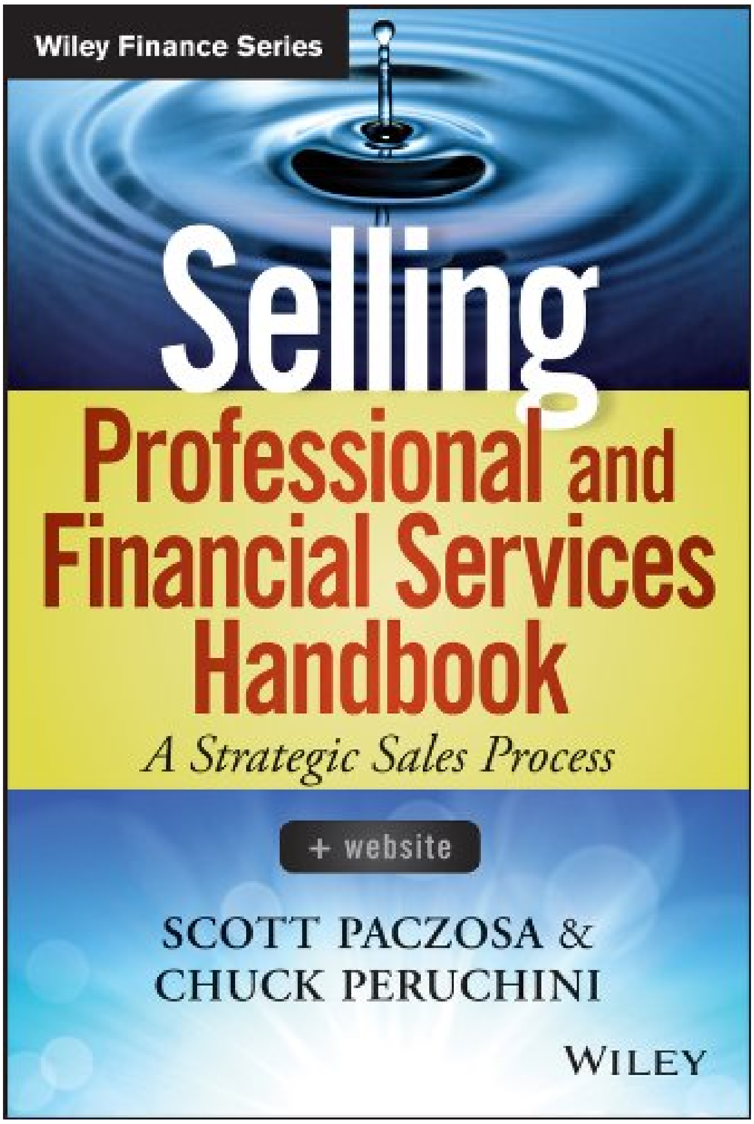

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Scott Paczosa, Chuck Peruchini : Selling Professional and Financial Services Handbook + Website (Wiley Finance) before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling Professional and Financial Services Handbook + Website (Wiley Finance):

1 of 1 people found the following review helpful. Addresses the #1 Problem in SellingBy DC007At last, a book that not only acknowledges the number one problem in sales, but explains how to solve it. The number one problem (and it is at least half the battle) is just finding the right clients to whom to sell the right services, at the right time. .The tricks

are (1) finding those clients and then (2, the second half of the battle) putting yourself in position to be their preferred provider. What I like about this Handbook is that it gives you common-sense procedures for doing both. The chapters on how to identify and target emerging needs at multiple client companies are especially worthwhile. This type of material is rarely, to my knowledge, covered in useful detail elsewhere ndash; if it is covered at all. Here, you get examples that illustrate the fine points.There is also what the authors call a content-based approach to presenting to clients, in which you are advised not to do much in the way of selling per se. Instead the approach is to provide pertinent information on the emerging needs, so as to position yourself as an expert. This is a form of consultative selling, as some other sales authors call it, and it is definitely appropriate when selling major, complex items such as a package of skilled professional services.The book is also a fast and engrossing read. I look forward to hearing results and tips from other readers of this excellent and timely book.0 of 0 people found the following review helpful. A Scientific Approach to SalesBy Dubai StyleI was familiar with the strategic process in this book before the book itself was published. I too have been very impressed with the results. Furthermore, I think I know why the process works so effectively.What it really is, is a science of sales. The world of sales is full of self-appointed gurus who urge us to buy into a secret formula and become true believers, but the ldquo;Selling Professional and Financial Services Handbookrdquo; is not like that. It does specify a system to use but it does not require you to drink the Kool-Aid. On the contrary, the ldquo;four-step processrdquo; that it presents is a version of the scientific method.The four steps in the process are, first, ldquo;Identifyrdquo; a possible new high-volume need in the marketplace, then ldquo;Evaluaterdquo; it as a sales opportunity, and then ldquo;Innovaterdquo; and ldquo;Deployrdquo; a strategic sales initiative. But those steps could just as easily be called ldquo;Form a Hypothesisrdquo; (about where to get new sales), then ldquo;Testrdquo; the hypothesis (before buying into it whole-heartedly) -- and then, if the hypothesis holds, ldquo;Adjustrdquo; and ldquo;Applyrdquo; it to get practical results. This is exactly what scientists and engineers do. So, it should not come as earth-shaking news if the same methodology works in sales.Good process, good book. Two thumbs up.0 of 0 people found the following review helpful. lsquo;The Processrsquo; WorksBy KaseyBefore this Handbook was written, the authors tested the sales process in it, and have delivered great results. As one of the people who had a chance to learn and use the process, I can verify that it works surprisingly well. Experience has taught me that there isnrsquo;t any easy way to sell consulting or legal or financial services. There is, however, a highly effective way that also happens to be easier than the rest in the long run, and it is the way described in the Handbook.My personal results have improved markedly. Clients are happy to hear from me. Meetings are easier to get, in greater quantity, and more likely to lead to the eventual closing of a deal or deals. And whatrsquo;s surprising is that no magic is involved nor is any extraordinary effort required. It is just a matter of doing what the book says, applying it to the situations you encounter and the ideas you come up with. I could go into more detail but prefer to close by mentioning my one regret.I wish the entire system had been put together in book form when I was learning it, because that probably would have made it all the easier to learn. Now that a concise printed guide is available I would certainly recommend others to take advantage of it.

An effective strategic framework for successful face-to-face selling for financial services industry professionals Times are very tough for people who sell professional services and Selling Professional and Financial Services Handbook offers a new solution proven in practice.nbsp;The book describes methods the authors have used and taught since the 1990s, most recently at a major consulting firm, where they led a Global Business Development team to revenue gains of 500% over six years mdash; in a period that included the recession of 2008-10. The solution is not any new twist on face-to-face selling techniques or the art of persuasion.nbsp;Itrsquo;s a strategic approach built around a simple fact:nbsp; the markets are tight but far from static. Even with lean budgets, client companies must respond to urgent changes and emerging threats in their industries. Thus they will buy services from the sellers who can help them detect, understand, and cope with whatrsquo;s coming their way. This handbook outlines a systematic way of becoming such a valued resource.nbsp;Readers learn to scan the horizon for early signs of ldquo;rock-ripple events.rdquo; Major changes in the business world often spring from new developments that are little noted or heeded, at first, by the client companies soon to be affected by them.nbsp; But like a rock dropped in a pond, these events set off ripples that sweep through entire industry sectors, creating must-have service needs. The book is written for everyone who sells, or is responsible for selling, professional services.nbsp;This includes but is not limited to: law firms, consulting firms, finance industry, public relations, engineering, and architectural services. Readers who can benefit from the dynamic approach hold a variety of positions. They include: Attorneys, consultants and other practitioners who must sell their services as well as execute. CEOs, equity partners, practice-area leaders, functional and divisional leaders Private Equity or Venture Capital executives Sales or business-development professionals, from entry level to senior level Sales and marketing managers But the book is for sellers in every category who need a new and better approach to selling.nbsp;Many, even the most skilled, simply have not adjusted to the new normal of todayrsquo;s economy. They persist with old strategies that cannot be as productive as they once were, such as pursuing one-off opportunities (which are too few and too hard to win in lean times) or old-style ldquo;relationship sellingrdquo; (which gains little if any traction).nbsp;Selling Professional and Financial Services Handbook gives all such readers a new strategic framework within which to apply their face-to-face selling skills.nbsp;It is an approach that puts them in position to win mdash; so they can sell from ahead of the game, instead of struggling to keep up with it.

From the Inside FlapTimes are very tough for people who sell professional services, but Selling Professional and Financial Services Handbook offers a new solution proven in practice. The book describes methods the authors have used and taught since the 1990s, most recently at a major consulting firm, where they led a Global Business Development team to revenue gains of 500% over six yearsmdash;in a period that included the recession of 2008ndash;2010. The solution is not just a new twist on face-to-face selling techniques or the art of persuasion. It's a strategic approach built around a simple fact: the markets are tight but far from static. Even with lean budgets, client companies must respond to urgent changes and emerging threats in their industries. Thus they will buy services from the sellers who can help them detect, understand, and cope with what's coming their way. This Handbook outlines a systematic way of becoming such a valued resource. Readers learn to scan the horizon for early signs of "rock-ripple events"mdash;major changes in the business world often spring from new developments that are little noted or heeded, at first, by the client companies soon to be affected by them. But like a rock dropped in a pond, these events set off ripples that sweep through entire industry sectors, creating must-have service needs. There are endless variations on the theme. The Handbook is filled with stories showing how almost anyone, in any line of professional services, can apply the same basic approach repeatedly to get ahead of the pack on recurring waves of new business opportunities. The Handbook explains how to evaluate emerging issues to judge their likely effects, and whether they'd generate service needs that are a good, and profitable, fit for your firm. It then describes how to create and deploy a sales initiative that takes full advantage of a given opportunity. A key theme is that it's possible to "industrialize" the process, getting consistent returns in volume instead of guessing right sometimes or chasing one-off sales. And a key goal is to build long-term sales relationships on a new basis, suited to a new business environment. Clients no longer have time for relationships built around wining, dining, and socializing. In their lean-running companies, they are often pressed just to deal with daily demands in their functional silos. They value people who can extend their vision, keeping them well apprised of what's next. Selling Professional and Financial Services Handbook demonstrates how to fill this vital role. And as examples show, the rewards often include unsolicited sales from clients calling you, since you're the guru they have come to know and trust.From the Back CoverPraise for Selling Professional and Financial Services Handbook "Everyone who sells professional services should read this book. Having been both a buyer and a seller of professional services, I can say without a doubt: this is a great read!" mdash;Stasia Kelly, Co-Managing Partner, Americas, DLA Piper; previously executive vice president, general counsel, chief compliance and regulatory officer, American International Group (AIG); senior vice president and general counsel, Sears, Roebuck and Co.; and senior vice president, general counsel, and corporate secretary, Fannie Mae "The professional services sales strategy that Scott and Chuck have written about here is superior. Having collaborated with them to sell such services, I can attest that this approach works and that clients love the results. Well worth reading for anyone interested in growing their client base." mdash;Kurt W. Hansson, Global Vice-Chairman, Litigation Department, and Leader, GE Relationship Team, Paul Hastings LLP "For those selling professional services and focused on building lasting relationshipsmdash;this is a must-read! No matter what level." mdash;Lloyd M. Johnson Jr., community leader and Publisher of InsideCounselAbout the AuthorScott Paczosa is a Managing Director in the Chicago office of Navigant Consulting, Inc., with a global leadership role in strategic initiatives, identifying emerging issues and developing strategic responses to breaking market developments. Mr. Paczosa has spent over twenty years coordinating a wide array of services to clients from Fortune 10 corporations to law firms, and across numerous industries including banking and finance, healthcare and pharma, energy, insurance, steel, and transportation. These services have included investigative and litigation services, expert witness testimony, restructuring, valuation, strategy, MA, performance improvement, due diligence, compliance, and innovative risk-reduction. He frequently works with corporate executives and attorneys from leading law firms to develop innovative solutions for complex issues, both in domestic and international markets. Mr. Paczosa has been intimately involved in developing the firm's approach to assisting clients impacted by the turmoil of the credit crisis. Mr. Paczosa has also been heavily involved in the data breach, healthcare, antitrust, white-collar, mortgage servicing, securities initiatives, and key account program to name a few. Chuck Peruchini is a Managing Director in the Chicago office of Navigant Consulting, Inc. He has sixteen years of experience providing clients with a range of financial advisory services, such as litigation support, valuation, restructuring, and investment banking services. At Navigant, Mr. Peruchini is focused on developing innovative strategic initiatives. Working with practitioners across the firm, he applies the strategies depicted in this book to translate emerging issues into innovative solutions for clients' most pressing needs. Mr. Peruchini is an inaugural inductee into Navigant's Client Service Hall of Fame.