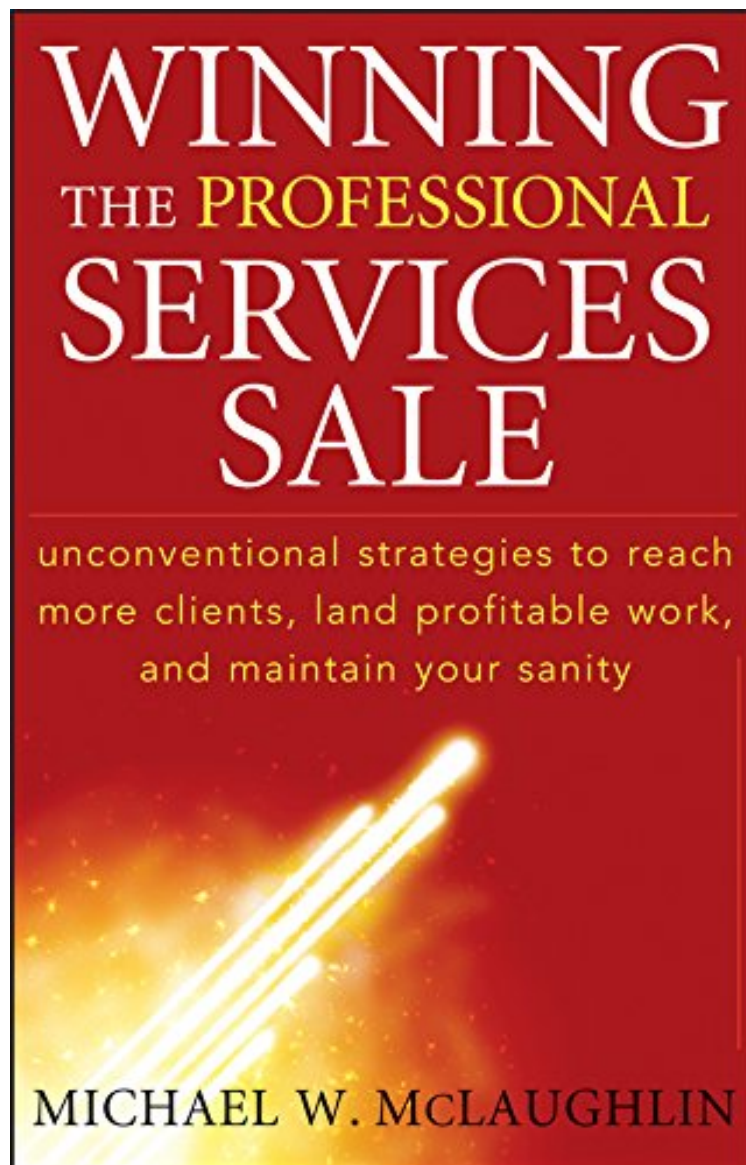


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## Winning the Professional Services Sale: Unconventional Strategies to Reach More Clients, Land Profitable Work, and Maintain Your Sanity

*Michael W. McLaughlin*

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To the point and full of ideas! I have read dozens of sales books and this one hits the mark for consultants who are selling intangibles. As an Organizational and Talent Development consultant it closely follows principles learned years ago about effective change. Perhaps that's why it resonated so well with me. I have been an advocate for selling to client need rather than focusing on firm competence and he's the first one who really articulates that well. Also, he explores the things that inevitably go wrong during the sales, proposal and negotiating processes, all of which have happened to me. Other books imply that if you are selling well, these things won't happen, but that has definitely not been the case. The book is chock full of ideas, any of which will improve the professional services sale, but all together can be transformative. Easy read, clearly stated and to the point. Definitely not a rehash of other's work nor something you have to slog through like mud like several other referenced books in these reviews. I agree that David Meister's work is excellent, but not as to the point for this process.  
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This is the guidebook for any service company owner who is tired of the project treadmill where a new job does no more than replace one you just finished. If you want to grow, this book will show you how to use the consulting approach where the service company collaborates with the buying company to create a valuable partnership based on the buying company's needs. That partnership should last indefinitely as the service company becomes an integrated supplier and more valuable to the buyer as time goes on.  
Do yourself a favor and read this book from cover to cover. Then start over again to relate every page to your own experiences and realize how you can use these guidelines to approach clients with a different and much more rewarding objective. In a nutshell, you are going to love this book! It's a game changer.  
0 of 0 people found the following review helpful. Great book.  
By Customer  
Great book...the author did a training session for our regional and global sales force (Leading Global Software Organization). It was extremely well received, helpful, and impactful. Michael McLaughlin is extremely knowledgeable, well prepared, and the ultimate professional. Highly recommend, especially if your organization and/or field sales staff is undergoing a transformation.

An innovative approach to winning more profitable sales in the growing professional services industry  
In recent years, professional services providers have had to rethink their sales methods and adapt to profound changes in the way clients buy services. In response, *Winning the Professional Services Sale* argues for fundamental changes in the seller's mindset and sales strategies. Rather than pressing the sale, salespeople must help clients buy--the way that works best for each client. This new approach gives buyers what they now want in a services seller: a consultative problem solver, change agent, and solution integrator, all rolled into one. Author Michael McLaughlin presents a strategy for winning new business with a holistic approach to each client relationship. Only by fully understanding a sale from every angle, including its impact on the client's business and career, can salespeople thrive in the new era of the service economy.