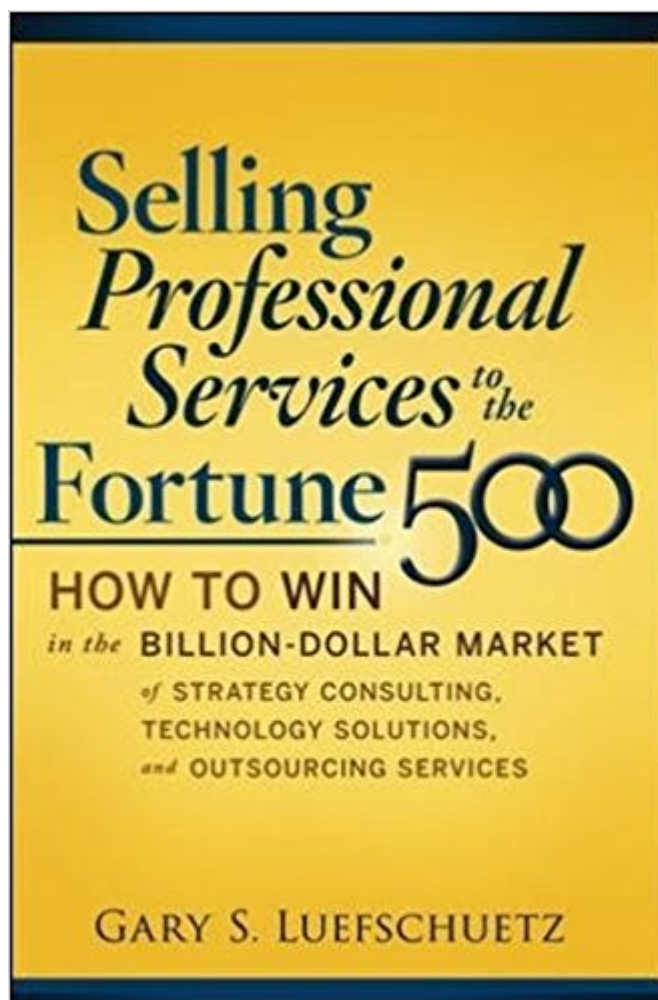


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# **Selling Professional Services To The Fortune 500: How To Win In The Billion-Dollar Market Of Strategy Consulting, Technology Solutions, And ... (Marketing/Sales/Advertising & Promotion)**





## Synopsis

The secrets to grabbing your share of an \$800 billion market! A recommended read for anyone in line-management or businessdevelopment roles, whether selling to the Fortune 500 or public sector. The book imparts commonsense information presented in a way that is easy to relate to and is useable.

- Lisa Daniels, Vice President, SAIC A great play-by-play on how to enter and succeed in the professional services industry. As companies look to improve profits that have been eroded by declining product margins, a move into professional services has been the right answer for many. This book can help you make the move!
- Natalie Buford-Young, President, The Rainfield Group

About the Book: Despite vast changes in the economy since the 2008 financial crisis, the global consulting and outsourcing services markets remain robust and offer substantial growth opportunities. While many companies retrench in the face of chaos, leading management consulting firms and IT service providers are seizing the opportunity to adapt to the new business environment, stay relevant to clients, overcome sales and delivery obstacles, and close new business opportunities. To that end, *Selling Professional Services to the Fortune 500* explains how to get in the door, whom to target, and how to build the right relationships. An operations and finance executive who has worked with the industry's top firms, Gary S. Luefschuetz leads you through the process of successfully selling to the world's biggest companies. He provides expert insight into every element of the sales cycle—from picking your delivery sweet spots to engaging with corporate procurement organizations to understanding the dynamics of the negotiation process. With *Selling Professional Services to the Fortune 500*, you have what you need to:

- Expand your delivery footprint
- Create brand awareness
- Provide a full suite of services across the consulting lifecycle
- Build and maintain trusted advisor relationships
- Develop a robust sales pipeline
- Manage stakeholders throughout the sales and delivery cycle

The opportunities in the global consulting and outsourcing services markets have attracted an abundance of new providers, so competition is fiercer than ever. As a result, pricing structures are heavily scrutinized and many services are being viewed as commodities by aggressive corporate procurement organizations. *Selling Professional Services to the Fortune 500* helps you price your service offerings accordingly and maintain your competitive edge.

## Book Information

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## Customer Reviews

This insider's guide provides the edge you need to successfully sell, market, and deliver your services to the world's top companies. Selling Professional Services to the Fortune 500 provides: Practical guidance on negotiating with aggressive corporate procurement organizations Tips for preventing your services from being treated like commodities Techniques for negotiating master services agreements Methods for developing optimal pricing structures

Gary S. Luefschuetz is an attorney and CPA with extensive experience negotiating professional services and technology agreements within the public and private sectors. He is a partner at Accenture and has served in a variety of leadership roles at companies including Booz Allen Hamilton, Unisys, and PeopleSoft. In collaboration with Thomson West Books, he published The Art & Science of Negotiating Professional Services Agreements.

This book is well worth reading for anyone who is curious about how to sell professional services to government and Fortune 500 companies. The book is "sprinkled" with insightful and useful information that is helpful to small, start-up ventures that find themselves in the catch twenty-two position...must learn to compete and bid along side (or with) the big players that have huge credentials, connections, and know-how. The author has made a genuine effort to share his years of experience and knowledge with the reader.

Provides an insightful view of selling consulting and professional services to large companies. Also provided me with a view of the billing rates and fees of the big consultancies. Kenneth H Marks

I have seen a lot of books with no news inside. This is not the case with this one. It delivers real subjects to you. But don't think you will read it in one or two hours... You will need to reflect about each topic. Go on! It is a jewel!!!

First, I did not make it past the first 30 pages of the book. (Maybe it got better.) The book was very focused on stating the obvious basics of consulting, with several pages describing, in long winded detail, the types of consulting out there. It seemed more like page fillers than real information. I was very disappointed and returned the book to .

I was fortunate to hear Gary present at a Association of Management Consulting Firms (AMCF) session, and found his material to be excellent. It is particularly good in understanding: \* Preferred Vendor programs in Fortune 500 companies \* Specific contract terms (e.g. Limitation of Liability, Indemnification) \* The role of corporate procurement It also finishes with some information on some of the larger major strategy and IT consulting firms. If you are a partner level in an Information Technology and/or Management Consulting firm, I would highly recommend this book.

I read Gary's previous book, *The Art & Science of Negotiating Professional Services Agreements*, and learned from it, so I definitely wanted to read this book. I agree with the two previous reviewers, this book is insightful and worth reading. Gary's insights and perspective are based on significant experience and are definitely worth consideration. As someone who has years of experience on both sides of the selling professional services fence, I can tell you that it is obvious that Gary "has been there and done that." I expect that most readers will learn from this book. I also expect that reading it will change their perspective on a number of the topics covered by the author and, in my opinion, that is the most important indication that a book is worth reading.

This is hand-down the best book I have ever read on this subject. Gary's clear and compelling writing style makes this an easy read. I have read this book cover-to-cover twice and carry it in my briefcase. I am eagerly awaiting other books by this author, I hope he will publish again soon.

This book provides a good understanding of the general consulting landscape. It has good insights and recommendations. The case studies at the end of the book is also extremely valuable. I enjoyed the read and it was very enlightening.

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