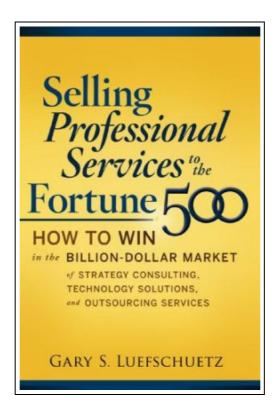
Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and Outsourcing Services



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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 OUTSOURCING SERVICES



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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and Outsourcing Services, Gary S. Luefschuetz, The secrets to grabbing your shareof an \$800 billion market! "A recommended read for anyone in line-management or businessdevelopmentroles, whether selling to the Fortune 500 or public sector. The book imparts commonsense information presented in a waythat 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 professionalservices industry. As companies look to improve profits that have been erodedby declining product margins, a move into professional services has been theright 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 economysince the 2008 financial crisis, the global consulting and outsourcing services markets remain robust and offer substantial growthopportunities. While many companies retrenchin the face of chaos, leading management consulting firms and IT service providers areseizing the opportunity to adapt to the newbusiness environment, stay relevant to clients, overcome sales and delivery obstacles, and close new business opportunities. To that end, Selling Professional Services to theFortune 500 explains how to get in the door, whom to target, and how to build the rightrelationships. An operations and finance executive who hasworked with the industry's top firms, GaryS. Luefschuetz leads you through the processof successfully selling to the world's biggestcompanies. He provides expert insight intoevery element of the sales cycle-from pickingyour delivery sweet spots to engaging with corporate procurement organizations tounderstanding the dynamics of the negotiation process. With Selling Professional Services to the Fortune500, you have what you need to: Expand your delivery footprint Create brand awareness Provide a full suite ofservices across theconsulting lifecycle Build and maintain...

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