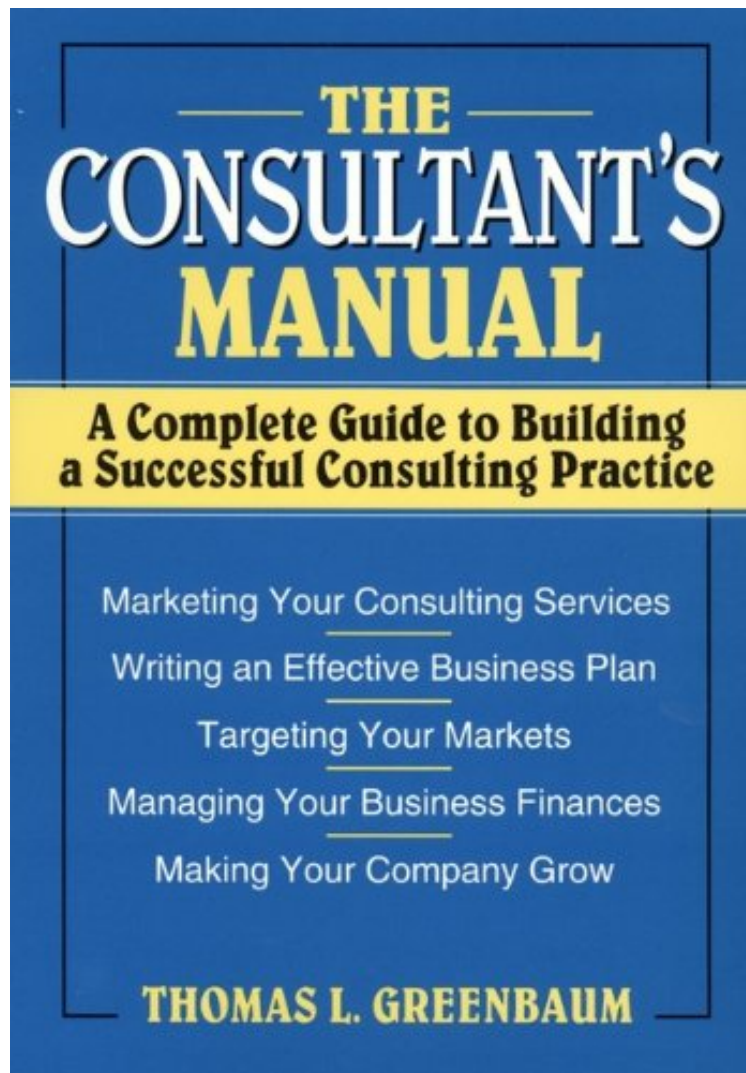


The Consultant's Manual: A Complete Guide to Building a Successful Consulting Practice

Thomas L. Greenbaum

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market and defining what you have to offer are the key aspects of building a successful business. "...nothing happens until someone sells something" is right on page one of his Introduction section. His chapters on proposal preparation and handling objections are right on the money. His essay on ethics at the end of his book is well written and to the point. Greenbaum taught consulting classes at Harvard University before he wrote this book. His depth of knowledge is evident. I highly recommend this book. Mitch Paioff, Author, Getting Started as an Independent Computer Consultant
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The Consultant's Manual
If you're serious about starting your own consulting practice, there's something you should know . . . No matter how knowledgeable you are in your field.. No matter how expert your advice or impressive your credentials.. If you don't bring an air of consummate professionalism to every phase of your practice--from proposal-writing and fee-setting, to drawing up contracts and issuing reports--you'll almost definitely lose out to the professional who does. But don't worry, because with Tom Greenbaum and The Consultant's Manual in your corner, you can make sure that never happens! Growing out of the author's Harvard consulting course, this book offers level-headed, expert advice on virtually every practical aspect of starting, building, and marketing your consulting practice. Centered around the theme of developing and working an exhaustive business plan for your firm, it leads you step-by-step through the research, planning, and problem-solving stages. Positioning your firm, giving it a name, targeting your market, establishing a sales culture, maintaining top-flight customer service, cash flow, billing, and fee setting . it's all in here, and much more.

From the Author
This book was written based on many pages of notes developed for a course I taught for several years at the Graduate Extension Division at Harvard University. It is a very helpful book for anybody considering a career in the consulting business.
From the Back Cover
The Consultant's Manual
If you're serious about starting your own consulting practice, there's something you should know No matter how knowledgeable you are in your field.... No matter how expert your advice or impressive your credentials.... If you don't bring an air of consummate professionalism to every phase of your practice--from proposal-writing and fee-setting, to drawing up contracts and issuing reports--you'll almost definitely lose out to the professional who does. But don't worry, because with Tom Greenbaum and The Consultant's Manual in your corner, you can make sure that never happens! Growing out of the author's Harvard consulting course, this book offers level-headed, expert advice on virtually every practical aspect of starting, building, and marketing your consulting practice. Centered around the theme of developing and working an exhaustive business plan for your firm, it leads you step-by-step through the research, planning, and problem-solving stages. Positioning your firm, giving it a name, targeting your market, establishing a sales culture, maintaining top-flight customer service, cash flow, billing, and fee setting ... it's all in here, and much more.
About the Author
Tom Greenbaum is a veteran focus group professional who has moderated over 3000 groups in a wide variety of product and service areas. His background is consumer products marketing, but more than half the work he has done in focus groups has been in non consumer product areas such as medical, financial and industrial businesses. He began his career at Procter Gamble in the Paper Products Division. Then he worked for Church Dwight (Arm Hammer) before entering the marketing and sales consulting business in 1973. He has spent more than 40 years working for clients in a variety of marketing research, strategic marketing, sales and promotion areas. He is a graduate of Lafayette College and has an MBA from Columbia University. Tom was an adjunct professor of Marketing at the Stern Graduate School of Business for four years teaching classes in qualitative research.