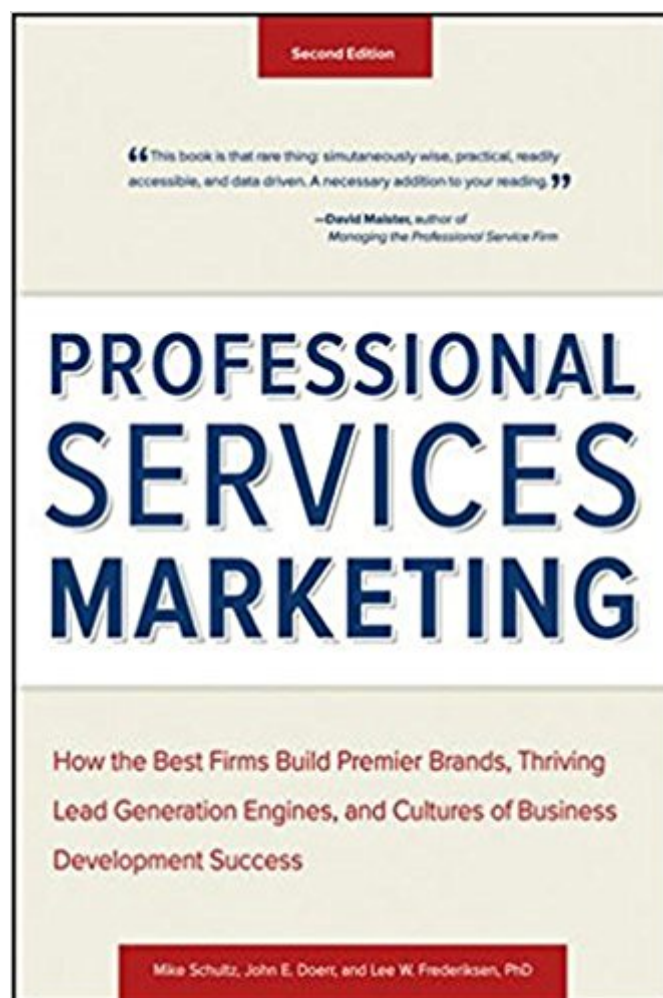




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# Professional Services Marketing: How The Best Firms Build Premier Brands, Thriving Lead Generation Engines, And Cultures Of Business Development Success





## Synopsis

A proven approach to revenue-generating marketing and client development Professional Services Marketing is a fully field-tested and research-based approach to marketing and client development for professional services firms. The book, now in its Second Edition, covers five key areas that are critical for firms that want to grow and become more profitable: creating a marketing and growth strategy; establishing a brand and reputation; implementing a marketing communications program; executing lead generation strategies; and developing business by winning new clients. You will also read real-world case studies that illustrate major points, as well as quotes and stories from well-respected professionals in the industry. The Second Edition features new research and updates throughout, including new chapters on social media and online marketing, as well as new case studies and interviews Authors Mike Schultz and John E. Doerr are the coauthors of the Wall Street Journal and Inc. Magazine bestseller Rainmaking Conversations and Professional Services Marketing; Lee W. Frederiksen is coauthor of Online Marketing for Professional Services Will be widely promoted via multiple online routes and direct mail marketing Firms of any size can use this proven approach to marketing and client development to attract new clients and grow their professional service businesses.

## Book Information

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## Customer Reviews

In the old days, professional services firms could survive without much marketing effort. Put together a team of good people, deliver strong service to clients, and you might get by just fine on repeat business and client referrals. Well, those days are gone. While repeat business and referrals

are still necessary, today you also need smart, effective marketing and a culture of business development success to attract a steady stream of clients and grow your business in an increasingly competitive world. Now in its second edition, *Professional Services Marketing* gives you the field-tested, research-based marketing and sales approach your organization needs to succeed. Updated with new chapters on social media and online marketing, this book helps you select the marketing strategies and tactics used by thriving, high-growth firms. The book covers five key areas your firm can't grow without: Creating a marketing and growth strategy for today's marketplace Establishing the reputation and visibility required to become a market leader Implementing a proven marketing communications program that works in any economy Developing a lead generation strategy that attracts a strong, steady flow of new clients Creating rainmakers and a culture of business-development hustle, passion, intensity, and success *Professional Services Marketing, Second Edition* includes new case studies that illustrate what works in today's marketplace, as well as firsthand stories from well-respected industry professionals. This is the ideal guide to growing your business, whether you are in consulting, law, technology, accounting, or any other professional service industry.

"This book is that rare thing: simultaneously wise, practical, readily accessible, and data driven. A necessary addition to your reading." &#151;David Maister, author of *Managing the Professional Service Firm* Praise for *Professional Services Marketing* "Professional Services Marketing will certainly become the bible of the field in short order! Without a doubt, the most useful compendium of marketing insight for the practicing professional services firm executive . . . BRAVO!" &#151;Leonard A. Schlesinger, President, Babson College, and coauthor of *The Service Profit Chain* "It's no longer sufficient to be a good 'expert for hire'&#151;you need a brand and a powerful marketing engine behind you. *Professional Services Marketing* is a gold mine of research-based strategies, best practices, and specific techniques that will help you consistently win in the client marketplace and outshine your competition. It's thoughtful, funny, and filled with the how-to so often missing in business books." &#151;Andrew Sobel, coauthor of *Clients for Life* "Schultz and Doerr offer tactics and information in an easy-to-read, concise, and enjoyable format. *Professional Services Marketing* should be a required resource in every professional marketer's tool box!" &#151;R. Granville Loar, Executive Director, Association for Accounting Marketing "This book is an excellent resource for anyone involved in professional services. It is especially timely in our current challenging economic conditions, and the ideas and guidance are relevant for the better times to come as well." &#151;Josh Lee, Partner, Monitor Deloitte "Smart. Practical. Comprehensive. This is

the one book that won't collect dust on my shelf." &#151;Kevin McMurdo, Chief Marketing Officer, Perkins Coie "Professional Services Marketing is the first book to directly address the challenges of the professional services marketer. This book is filled with practical wisdom and research on best practices and processes specifically for this industry. A must-read for anyone in a professional services firm!" &#151;Paul Dunay, Global Vice President of Marketing, Maxymiser

The relentless rise of online services and tools in people's personal and professional lives is changing the way people both buy and market professional services, according to Mike Schultz, John Doerr and Lee Frederiksen in the second edition of this book. Marketing techniques that worked so dependably in the past are no longer sufficient by themselves to sustain growth into the future. It is interesting to compare the differences between the first and second editions of the book. A chapter on content marketing has been added, and the chapter on marketing communications and lead generation has been updated to reflect the importance of online marketing techniques. Most of the other chapters have been revised and some content has been removed, but the book still gives a comprehensive overview of offline marketing as well as online. One interesting difference is that the chapter formerly entitled "On Being Unique and Other Bad Marketing Advice" has been retitled "Differentiating Your Firm". Although the authors still convey their scepticism about the importance of differentiation for professional services firms, perhaps differentiation is more significant for online marketing. The professional services marketplace is, according to the authors, one of "monopolistic competition", in which opaque non-price differences between firms give producers a degree of control over the prices they can charge. The Internet forces a greater degree of transparency, pushing firms more towards competition than monopoly. I am not sure about the extent to which reliance can be placed on the research results appearing in the book, because the authors' methods are not explained in sufficient detail. For example, chapter 16 contains a potentially very useful chart showing the relative effectiveness of different lead generation methods, derived from a survey of more than 700 professional service firms. The results can be trusted if they reflected actual measurements that the firms had made, but they are of little worth if they simply reflect respondents' unsupported opinions, particularly in respect of marketing tactics that they have not even tried. In my view this book should be an essential part of any professional services firm's library.

This is a how to that isn't written as a how to. It was required for a class, but is a good resource for anyone who's looking for ways to market services. It presented more as a case study with chapters

providing insights from industry leaders as well as from consensus that the authors have come to.

This book lines up very well with my experience in a professional services firm. It validated a lot of things we are already doing as well as opened my eyes to things we can do better. I have purchased several copies for our senior managers and marketing department.

Beyond my expectations. Comprehensive and well structured. Great practical value for everyone who is involved in business development or management in general of a professional services company.

My new business development bible! Best book I have ever read on the subject specifically applied professional services. Extremely practical and useful. Definitely worth it!!

Very boring read! There were some valid points in this book but overall I was not impressed.

This book tells it all in clear detail -- what to do, and what not to waste your time, effort and money on.

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