



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

By Gary S. Luefschuetz

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 economy since the 2008 financial crisis, the globalconsulting and outsourcing services marketsremain robust and offer substantial growthopportunities. While many companies retrenchin the face of chaos, leading managementconsulting firms and IT service providers areseizing the opportunity to adapt to the newbusiness environment, stay relevant to clients,overcome sales and delivery obstacles, andclose new business opportunities. To that end, Selling Professional...

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