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Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting and Consulting Business Secrets Book 1)

By Michael Moshiri



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Are you a professional consultant looking for a predictable and reliable source of consulting leads and prospective clients, a firm leader looking for ways to grow your client base, or a consulting executive with business development responsibilities? If so, then this book will show you the fastest and most effective strategy for achieving those goals.

The secret, consulting expert Michael Moshiri explains, is to *never chase clients*. As the author discovered during his decades of consulting with the world's biggest professional service firms - Deloitte, EY, and PwC - what distinguishes highly successful service professionals from everyone else is their ability to use "Catalysts" to attract and motivate clients to want to buy services from them.

In *Never Chase Clients Again*, Moshiri lays out the specific steps - and inner mindset - he uses to leverage Catalysts to rapidly find, reach, and attract the most highly-qualified clients with minimal effort.

Moshiri distinguishes the most effective business development activities from the random, ineffective, and wasteful interactions usually associated with "networking" and "lead generation." He then distills his proven strategies for getting clients into an easy-to-follow system (called the "*Client Catalyst System*") and a set of practical principles, including:

- **Never rely on referrals:** Expecting a referral source to take the initiative to present your merits, to endorse you, or to recommend you is the fast-track to failure. Most people prefer not to jeopardize their reputations or relationships.
- **Business is chemistry:** To bond quickly with the most highly-qualified clients,

you must use the best catalysts.

- **Clients love gravity:** If you must drop names, you'd better use the names that carry the most weight.
- **Clients crave value:** You can catch more clients with an ounce of pure value than you can with a pound of small talk.

In the course of the book, Moshiri outlines the timeless strategies shared by the world's biggest and most successful consulting firms. The step-by-step instructions and practical principles in this book will help you to leverage the power of Catalysts to find new clients, win more business, and grow your consulting firm - quickly, predictably, and efficiently.

Never Chase Clients Again is destined to take its place alongside *Managing The Professional Service Firm* and *The Trusted Advisor* as a business classic for consulting firm leaders, seasoned consultants, and business development professionals alike.

Included Online Resources: Accelerate your success in implementing the systems outlined in this book by leveraging the free downloadable worksheets, templates, and checklists available on the book's website at NeverChaseClientsAgain.com/BookBonuses.

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Editorial Review

Review

"The Lead Generation Tactics in This Book are Flawless! In his book Moshiri provides his personal step-by-step principles for getting new clients along with the most effective lead generation tactics of the world's largest and most successful consulting firms." -*Wade Danielson, President, Guardian Network Solutions*

"Michael's book is a must read for consultants -- both for those who are just beginning but also more experienced ones who move into more sales oriented roles. Clearly based on his extensive experience Michael managed to develop an easy-to-follow approach which should be helpful for everybody in the consulting world." -*Michael Alf, Bestselling Author of "Your Firm, Everywhere, Now"*

"Never Chase Clients Again by Michael Moshiri is one of those rare books that delivers on its title! I have read most books on generating new clients for your business and this is a standout! Michael delivers his message in a simple yet profound way, not a book to be missed if you want to grow your business to the next level!" -*Wouter Snyman, CEO, Atooh Group*

"Never Chase Clients is an incredible book... A thought provoking book for those who truly wants to step up their marketing skills to the next level." -*Dr. Henry Naiken, Bestselling Author, Msc.D.*

"Michael Moshiri is clearly an expert on developing successful consulting firms that attract high quality clients." -*Eric D. Groleau, Bestselling Author, Chief Innovator at Strategic Edge Innovations*

From the Author

Dear firm leader,

When I began consulting in 1996, I knew very little about finding prospective clients. In fact, if you were sitting next to me in the local branch of my bank when I applied for a personal loan to finance a direct response marketing campaign for my fledgling consulting firm, you would have also learned a priceless lesson about consulting and finding clients.

Confident in my technical abilities and in the power of direct response marketing -- the hottest lead generation trend at the time -- to help me find highly qualified clients in short order, I handed the bank's loan officer my application. The loan officer, a middle-aged, heavyset man who looked every bit the part of a "fat cat banker" looked through my application and asked me, "*how will you demonstrate the value you can deliver to your clients in a direct response letter?*"

This was a simple question, but it stumped me nonetheless. I remember thinking to myself, "*He's right; I can tell people about my technical abilities, but how do I actually demonstrate the value they'll get when they hire me as a consultant? How do I demonstrate that value in a letter?*"

Noticing the exceptionally long time I was taking to answer his question, the "fat cat banker" looked at me over his eye glasses and said, "*You must be the tenth guy who has sat in that chair this week alone, asking me*

for a loan to finance a direct response campaign. I know that's all the rage these days, but you don't win clients by telling them how much value you bring to the table in a letter. You win them by demonstrating that value before your first hello."

As I left the bank that day, I not only had no loan, but I was also filled with doubt about my ability to use direct response marketing to find new clients and about my chances to succeed in consulting.

I spend many years since consulting with Ernst & Young (EY) and Deloitte, the largest professional services firms in the world at the time. I learned a number of strategies and techniques that those firms employed to find and win clients. And when I left Deloitte and started my own boutique consulting firm, I improved, advanced, and updated those techniques and strategies as I grew my consulting practice into a national concern. In 2011, when I took charge of building a new consulting practice for PricewaterhouseCoopers (PwC) in Seattle, I consolidated all those techniques and strategies into the system that you will learn in this book.

Many new lead generation and marketing techniques have become popular since the day I met with the "fat cat banker." But his simple and commonsense advice is as valid today as it was back in 1996.

This book offers a unique and contrarian approach to finding highly qualified consulting clients that embodies that advice. While the majority of recent books published on this topic seem to promote new marketing strategies such as social media campaigns, content marketing, and online lead generation, this book teaches you how to find highly qualified consulting clients by demonstrating the value you can bring to those clients -- before your first hello.

Admittedly, social media campaigns, content marketing, and online lead generation do have merit and will produce some results in most cases. However, they cannot produce predictable access to highly qualified clients in a reliable, repeatable, and controllable way. The systems, strategies, and principles in this book, on the other hand, provide you with a proven, predictable, and controllable means to find a nearly unlimited supply of high-quality, prospective clients -- regardless of your industry or area of practice. They will help you to gain a significant advantage over your competition by beginning your interactions with those clients from a position that effectively removes any doubts in their minds about your ability to deliver exceptional value.

After all, you will have already demonstrated that before your first hello.

I am looking forward to sharing with you the details of how to accomplish that in the book.

-Michael Moshiri

From the Inside Flap

Stop Marketing. Start Getting Clients.

Your level of success as a consultant hinges first and foremost on your ability to find highly qualified clients to serve. In fact, this is the most critical function in any consulting practice, regardless of size or industry.

So why do so many consultants rely on unpredictable, uncontrollable, and unreliable methods such as content marketing and social media campaigns to find clients?

Admittedly, these marketing methods do have merit and will produce some results in many cases. But they

cannot produce predictable access to highly qualified clients in a reliable, repeatable, and controllable way. Why? Because selling professional services is fundamentally different than selling products.

The fact is that consulting has always been, and will always remain, a business that is built on personal (analog) relationships. And you cannot build personal relationships with prospective clients through clever marketing.

The systems, strategies, and principles in this book, on the other hand, can and will provide you with a proven, predictable, and controllable means for finding highly qualified clients, regardless of the type of consulting that you engage in, and without the enormous investment of time, resources, and effort required by new and often-hyped marketing strategies.

Users Review

From reader reviews:

Dennis Boone:

Typically the book *Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting and Consulting Business Secrets Book 1)* will bring that you the new experience of reading the book. The author style to clarify the idea is very unique. If you try to find new book to learn, this book very suitable to you. The book *Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting and Consulting Business Secrets Book 1)* is much recommended to you to study. You can also get the e-book through the official web site, so you can more easily to read the book.

Ismael Black:

Typically the book *Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting and Consulting Business Secrets Book 1)* has a lot of information on it. So when you make sure to read this book you can get a lot of gain. The book was authored by the very famous author. The author makes some research ahead of write this book. This particular book very easy to read you will get the point easily after scanning this book.

Gladys Myers:

You could spend your free time you just read this book this publication. This *Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting and Consulting Business Secrets Book 1)* is simple to bring you can read it in the park your car, in the beach, train as well as soon. If you did not have got much space to bring the actual printed book, you can buy often the e-book. It is make you quicker to read it. You can save often the book in your smart phone. Thus there are a lot of benefits that you will get when one buys this book.

Patricia Stokes:

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