



Business Development: A Practical Guide for the Small Professional Services Firm

MS Sherran S Spurlock

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Business Development, A Practical Guide for the Small Professional Services Firm encapsulates over 25 years of hands-on business development and marketing experience. The author's goal is to help those in technical services professions grow their business. Most business owners start a business because of their technical expertise but few have the knowledge necessary to grow the company to the next level. Such uncertainty can become debilitating and stressful. The information in this book provides actionable, valuable insights into the business development process that can be applied immediately. The book is quick and easy to read and provides a concise, practical guide that outlines a defined step-by-step process for proven ways to procure new business opportunities. There is no attempt to overwhelm with theory and unnecessary sales hype. The reader will gain a new understanding of the business development process and will want to keep the book handy as a valuable reference resource. This book will be helpful for the owner, business development specialist, manager, staff professional, or an employee in a company that provides technical professional services. What you learn will take the trial and error out of your marketing efforts. Wisdom is learning from another's experiences.

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Marcella Aragon:

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