



The Consultant's Guide to Winning Clients

Herman Holtz

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A consultant's guide to finding potential clients and developing prospects into long-term customers. Offers a range of how-to marketing methods, including seminars, newsletters, brochures, and direct mail. Shows how to qualify prospects, submit proposals, and negotiate contracts. Also presents the best ways to keep clients and develop add-on projects with them. The book contains a valuable section on government consulting opportunities, including listings of federal, state, and local agencies that use consultants, with advice on how to reach them.

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