Million Dollar Consulting (TM) Toolkit: Step-By-Step Guidance, Checklists, Templates and Samples from "The Million Dollar Consultant"

By Weiss, Alan

Wiley, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Acknowledgments. Introduction. SECTION 1: Office and Practice Management. Equipment Checklist and Commentary. Client File Checklist and Commentary. Insurance Checklist and Commentary. Professional Assistance Checklist and Commentary. Time and Space Allocation Checklist and Commentary. SECTION 2: Sales and Marketing. Web Site Checklist and Commentary. E-Mail Checklist and Commentary. Press Kit Checklist and Commentary. Sample Biographical Sketch. Sample Character Reference. Proposal Checklist and Commentary. Proposal Template. Proposal Cancellation Clauses Templates. Simple Letter of Agreement Template. Cold Call Telephone Script Checklist and Commentary. Cold Call Telephone Script. Cold Call Letter Checklist and Commentary. Cold Call Letter. Meeting Preparation Checklist and Commentary. Networking Checklist and Commentary. Networking Follow-Up Note. Advertising and Listings Checklist and Commentary. Sample Advertisement. Fee Setting Checklist and Commentary. Closing the Sale Checklist and Commentary. SECTION 3: Self-Development. Reading Materials Checklist and Commentary. Associations Evaluation Checklist and Commentary. Rebutting Objections Checklist and Commentary. Learning from Setbacks Checklist and Commentary. SECTION 4: Travel. Clubs Checklist and Commentary. Transportation and Lodging Checklist and

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