



Invaluable Tips on Attracting—And Keeping—New Clients

GETTING NEW CLIENTS Second Edition

By Dick Connor and Jeff Davidson

It's the single most important issue for any professional starting or expanding a service firm: Building your own business with a steady flow of new business. Now thoroughly revised and updated, the Second Edition of Getting New Clients gives you all the tools you need.

With a step-by-step, user-friendly marketing approach, this insightful guide helps you zero in on the needs of prospective markets and clients, get your foot in the door, and grab that profitable new business opportunity. Fully updated to include the latest consulting trends, it shows you how to put together winning proposals and direct mail packages that get results, how to leverage your time and talents more effectively and much more. 304 pp. (1992)

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