



MARKETING YOUR CONSULTING AND PROFESSIONAL SERVICES.
By Richard A. Connor, Jr. & Jeffrey P. Davidson
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ON THE BOOKS

Marketing: Here's How — And How!

By Mark Adams

If the authors of *Marketing Your Consulting and Professional Services* can market their book as effectively as they show you how to market your skills, they'll have a best seller on their hands.

Richard A. Connor, Jr., marketing director for the international accounting and consulting firm of Pannell Kerr Forster, and Jeffrey P. Davidson, a Certified Management Consultant and American Institute of Management *Executive of Distinction* honoree, bring to their subject the kind of expertise and flat-out brain power that major corporations pay major bucks to acquire. What's more, they present their philosophy and methodology in terms that are clear, concise and truly meaningful to the smaller firm or individual practitioner. Best of all, they walk you, step by step, through techniques that you can apply yourself to get honest-to-goodness, real-world results.

That's saying a lot — and what's most remarkable (and appreciated) is that they say it in so few words. *Marketing* achieves both its clarity and its brevity (a little over 200 pages, including glossary, appen-

dices and index) largely through the use of model forms exhibiting all the virtues of the KISS principle, accompanied by direct "do this" instructions on how to adapt them to your individual needs.

The book opens with a straightforward exposition of Connor's *Client-Centered Marketing Approach* — not another of those campy "new-speak" theories we've come to expect in how-to literature, but an old-fashioned, down-to-earth reminder that, "Your firm's primary task is to *sense, serve and satisfy* the needs of its clients at a reasonable profit while handling an increasingly expanding

'pending actions' list. Client-centered marketing is essentially relationship development . . . The client is the target and the beneficiary of all the professional's experience, planning and actions."

Beyond this basic positioning statement, we're spared the rhetoric of the ivory tower. Refreshingly absent, too, are the "John had a problem" variety of so-called case studies and all the other dog-and-pony-show pyrotechnics cluttering the pages of how-to books that really haven't a clue.

In their place, we get terse, confident directives spelling out procedures that will enable you to assess financial performance, present clientele and potential markets; to cultivate referrals and develop other client prospecting tools; to practice personal selling — *in person* and through written communications; and to employ the media of advertising, promotion and public relations.

Marketing Your Consulting and Professional Services is how-to without the hoopla — a *reader-centered* study on taking care of business.

It's a smart book, and a smart buy. □