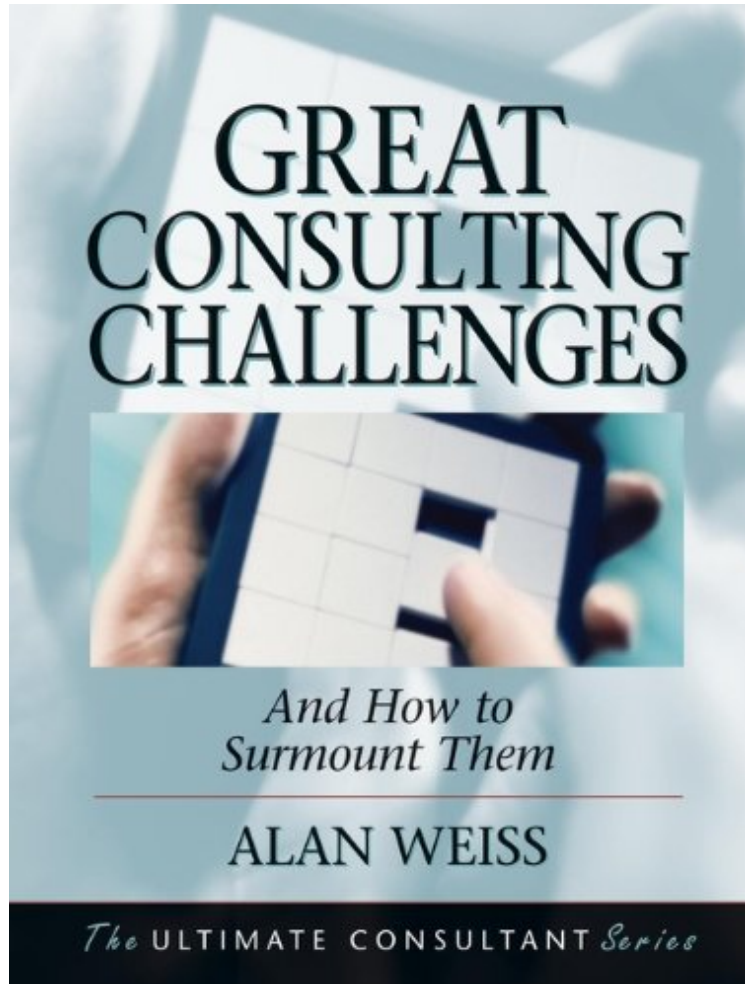


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Great Consulting Challenges: And How to Surmount Them

Alan Weiss

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provides both sides of the perspective in the continuous search for superior results from the highest quality practitioners. I have nearly all of Alan's books and views. His insights and methodology has saved me a lot of time and frustration and continuously improves my skills and abilities as a successful global consultant.

Great Consulting Challenges: And How to Surmount Them shows how consultants can use the wisdom gleaned from Weiss's own practice and from other seasoned members of the profession to help overcome persistent problems and next-level challenges. Weiss explains that as consultants' careers develop and become more sophisticated and complex, so do the challenges they encounter. For example, the question of price competition occurs at every level of the consulting business, yet the techniques for astutely resolving the issue can be vastly different for the veteran consultant as compared to the novice who is merely trying to establish a new business. In this book, Alan Weiss discusses the great consulting challenges in key areas such as marketing, selling, delivery, and practice management and offers practical advice for overcoming common problems and learning to thrive as a consultant.

"Those of us in the practice of consulting to management recognize the continuing "consulting challenges" in today's sophisticated world of management. Alan Weiss has done a superb job in his latest book. The road map he gives, *Great Consulting Challenges and How to Surmount Them*, constitutes the foundation for an impressive growth pattern for each of us in management consulting." — Vito A. Tanzi, founding chairman, National Bureau of Certified Consultants "A must-read for the seasoned consultant. Alan's usually counterintuitive lessons learned from his experiences make us rethink (again) our own approach—based on our experiences. I found some significant improvements I can make, and you will, too." — Norman R. Eckstein, president, Eckstein Management Consulting and chairman, Institute of Management Consultants "Once again Alan Weiss has given us an engaging, colorful, entertaining, but above all, practical book for the serious consultant. As Weiss takes us through his real-world personal consulting challenges and how they were won or lost, we build our own consulting strategies for success." — E. Michael Shays, past chairman, Institute of Management Consultants

From the Inside Flap Alan Weiss, expert consultant and author of the best-selling book *Million Dollar Consulting*, presents *Great Consulting Challenges and How to Surmount Them*—the sixth book in *The Ultimate Consulting* series— an invaluable resource that reveals how highly successful consultants deal with their most compelling challenges. *Great Consulting Challenges and How to Surmount Them* shows how consultants can use the wisdom gleaned from Weiss's own practice and from other seasoned members of the profession to help overcome persistent problems and next-level challenges. Weiss explains that as consultants' careers develop and become more sophisticated and complex, so do the challenges they encounter. For example, the question of price competition occurs at every level of the consulting business, yet the techniques for astutely resolving the issue can be vastly different for the veteran consultant as compared to the novice who is merely trying to establish a new business. In this book, Alan Weiss discusses the great consulting challenges in key areas such as marketing, selling, delivery, and practice management and offers practical advice for overcoming common problems and learning to thrive as a consultant. This important resource offers a wealth of suggestions and ideas that consultants can use to take the next step to Overcome the "industry expertise" barrier to developing new markets Use niche markets to leverage a consulting business in other directions Create a support system of team members that can be accessed on demand Determine when it is best to invest money to see a prospect in person Dramatically increase name recognition Manage business pipelines to develop new and ongoing business Throughout the book, Weiss offers down-to-earth advice and illustrative examples to show how to prevail over the most common pitfalls that consultants will likely encounter as their business grows and prospers.

About the Author Alan Weiss—author, international consultant, and high-demand keynote speaker—is the founder and president of Summit Consulting Group. His clients have included Hewlett-Packard, State Street Corp., Fleet Bank, Coldwell Banker, Merrill Lynch, American Press Institute, Chase, Mercedes-Benz, GE, and American Institute of Architects. He is the author of twenty-one books, including *The Ultimate Consultant* (Jossey-Bass/Pfeiffer, 2001) and *Getting Started in Consulting* (John Wiley Sons, 2000). Weiss resides with his wife Maria in East Greenwich, Rhode Island.