



The Management Consultant: Mastering the Art of Consultancy (Financial Times Series)

Richard Newton

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“The secret for success in attracting, winning, retaining and growing client business – whether working as an independent or for a firm.”

Mike Lander, CEO, Consulting Strategies Ltd

“Richard knows what clients value and provides clear, practical and experienced guidance on how to become and more importantly, be recognised and selected as the best.”

Mike Lander, CEO, Consulting Strategies Ltd

WHAT DOES IT REALLY TAKE TO BE A SUCCESSFUL MANAGEMENT CONSULTANT?

The secret of being a successful management consultant is to focus on the genuine needs of the client. As a consultant, you must develop the skills that enable you to understand these needs, deliver real value to your clients and help them get the results they want.

The Management Consultant is your ultimate guide to success as an expert professional consultant. It reveals the skills and attributes that make great consultants and shows you how to develop these to provide genuine client centric consulting.

Whether you're already working as a consultant, starting out on your own, or just considering the profession - this book is essential reading. It will also help those who train, employ or work with consultants regularly.

EVERYTHING YOU NEED TO KNOW, DO AND DELIVER TO BE A GREAT MANAGEMENT CONSULTANT

Learn the answers to the critical questions you need ask to be a top management consultant such as:

- How should you identify and define the services you will offer?
- Why do clients buy consultancy and what are they looking for?
- How can you bring maximum value to the client's organisation?
- How do you engage clients and win work?
- How can you deliver results that will be sustainable for your client?
- How do you establish long-term relationships that bring you repeat business with clients?
- When should you say 'no' to a consulting engagement?
- How do you navigate your way through potential ethical dilemmas that face consultants?

DISCOVER THE CLIENT-CENTRIC APPROACH TO SUCCESSFUL CONSULTING

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