

1. Record Nr.	UNIPARTHENOPE000008698
Autore	Bolognino, Daniela
Titolo	Gli obiettivi di efficienza, di efficacia e di economicità nel pubblico impiego / Daniela Bolognino
Pubbl/distr/stampa	Milano : Giuffrè, [2004]
ISBN	88-14-11159-6
Descrizione fisica	143 p. ; 23 cm
Collana	Pubblicazioni del Centro di ricerca sulle amministrazioni pubbliche Vittorio Bachelet. Collana di quaderni ; 37
Disciplina	342.45068
Collocazione	I-0081
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910463085703321
Autore	Newton Stephen
Titolo	The professional's guide to business development [[electronic resource]] : how to win business in the professional services // Stephen Newton
Pubbl/distr/stampa	London, : Kogan Page, 2013
ISBN	1-78402-314-0 1-283-83702-1 0-7494-6654-5
Descrizione fisica	1 online resource (200 p.)
Disciplina	658 658.4
Soggetti	Branding (Marketing) Professions Small business - Management Success in business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Introduction; 01 Choosing your ground; New business versus business development; Where are you?; Assessing the data; 02 In a perfect world ...; The 'perfect' client firm; How does the client see you?; 03 Locating your perfect clients; Cultural fit - why it matters; The sniper rifle approach; Technology: a side note; Being visible; 04 Your brand: development and management; What is a brand?; The brand is you...; Building your brand statement; Hot buttons to brand promises; Your role and the value in resolving pain or delivering dreams; Linking brand promise and value delivery Brand and culture: similar but not the same Your USP; Bringing it all together; 05 Conversation is the new PowerPoint®; Perceptions are critical and real (even if they may be incorrect); Conversation versus presentation; Conversational tools; The new PowerPoint®; 06 The wiring diagram of the client firm: seeing the influence connections; The primary buyer with the NABAC; The various buying roles; Mapping the client firm: a process; Questions to clarify roles; What drives the client?;

07 Maximizing success in your meetings; Meetings in general; Avoiding problems with meetings

Writing great proposals08 Managing your delivery and the client's expectations; Quality assurance (QA); Delivery, client ownership and CRM; After-action reports and feedback loops; Milestones; Pulling the plug; 09 Winning referrals and repeat business; Five referral errors - and how to avoid them; Internal versus external referrals; Repeat business; Planning and process; Strategic account leadership (SAL); 10 Building systems into your business; Business organization; Checklists; Time allocation; Client relationships and contacts; Corporate knowledge and documents; Why bother with systems?

11 Putting it all together: a one-month implementation planAction plan overview; Action plan to-do list and timings; Mapping things out; The right people; And finally...; Further reading; Resources; Index

Sommario/riassunto

When buying professional services, most clients will assume that you are competent in your field. They are therefore not hiring you mainly on the basis of your expertise but on factors such as price, and whether they want to do business with you. To minimise the issue of cost, you need to ensure that the benefits of working with you are clear to your customers. You need to move from transactional relationships towards partnership ones, and you need to identify the right prospects in the first place. The ability to ascertain, quickly and accurately, what drives your customer's decisions and to
