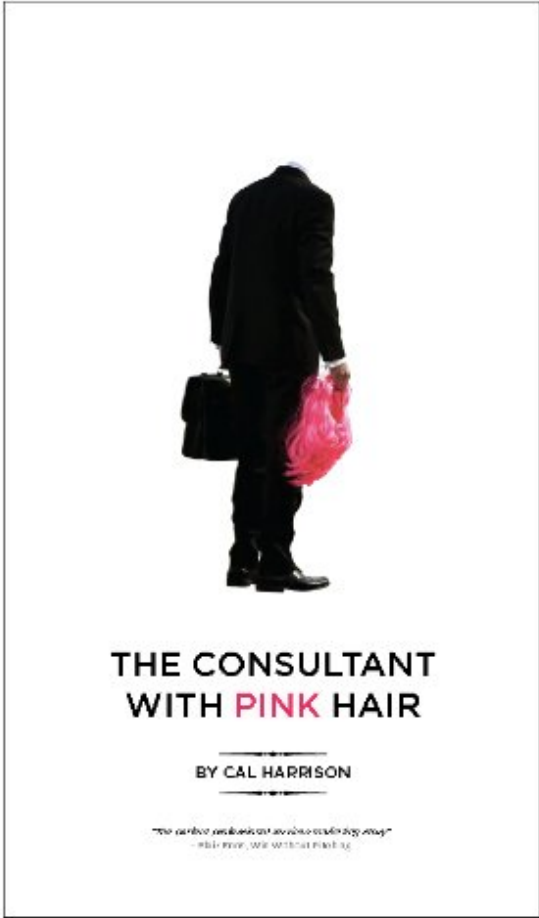


THE CONSULTANT WITH PINK HAIR BY CAL HARRISON



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THE CONSULTANT WITH PINK HAIR

BY CAL HARRISON

"The author reveals an invisible conspiracy story"
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The Consultant With Pink Hair By Cal Harrison. In undergoing this life, several individuals constantly try to do as well as get the very best. New expertise, encounter, driving lesson, and every little thing that can boost the life will certainly be done. Nonetheless, several people occasionally feel confused to obtain those things. Feeling the minimal of encounter and also resources to be much better is among the does not have to own. However, there is an extremely straightforward thing that could be done. This is just what your educator consistently manoeuvres you to do this. Yeah, reading is the solution. Checking out a publication as this The Consultant With Pink Hair By Cal Harrison as well as various other recommendations could enrich your life quality. Just how can it be?

Review

This should be required reading for consultants AND their clients--especially the part about RFPs. --Blair Enns of Win Without Pitching

Harrison's story about consultants is not only great to read but also amazingly accurate. --Greg Lamothe MNP

About the Author

Cal Harrison is a recipient of the Canadian Business Press Kenneth R. Wilson Memorial Award for his magazine article A Decent Proposal. He is an international speaker and writer, and one of Canada's leading experts on the subject of sales and marketing for professional service firms.

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THE CONSULTANT WITH PINK HAIR BY CAL HARRISON PDF

The Consultant with Pink Hair is the story of Andrew Braun and Lou Di Angelo, partners in a fictional management consulting practice struggling with the real life challenges of being just another consulting firm in a crowded market place. They battle low margins, late nights responding to crazy RFPs, confusing branding advice, and the pressure of too much revenue coming from one big client--and the disaster when that client walks away.

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Essential reading for newbie consultants - ignore at your peril.

By Yonze

It's not often you come across a fictional tale about a pair of management consultants - or management consulting for that matter - particularly one as chock full of valuable selling lessons as this book is.

But Cal Harrison CMC, well-known expert in professional services marketing in North America, has successfully woven much of his selling advice into a short and entertaining story - and it succeeds. Consultants and firms wondering about how best to differentiate themselves to consistently acquire good, premium-paying clients will find this book valuable.

Marketing folks understand the value of differentiation in selling - what makes a business different from the competition in the eyes of the buyer. So effective differentiators are among the most important tools in a firm's business development armoury.

But many consultants are not expert marketers and we have difficulty in creating clear and obvious differentiation in a market place full of savvy competitors. So we all differentiate ourselves the same way

and we all look the same? Absolutely not - and there's a clue.

Concerned about the time you waste responding to government RFPs ("Rarely Functional Processes" according to Harrison)? About the value of attending networking events? About what, and how, your buyers actually buy? About which points of differentiation are really important to your buyers? (Second clue - fewer than you might think!) Read this book and you won't be.

Are things like price, "our people", professional qualifications, customer service, number of awards received, third party endorsements or size of the firm especially valuable to buyers? Harrison tells you which are, which aren't, and why. He also describes how a firm might choose its particular points of differentiation as well.

One of the characters in the story says "I don't want a consultant, I want some good advice". And there's a third clue.

If you have attended one of Harrison's business development seminars you probably know what your most effective differentiators are, and why. If you haven't, pick up this book and find out.

0 of 0 people found the following review helpful.

A must read for any business owner

By Rovi

This was a great read. I was expecting another marketing text book with lists of "rules of marketing" laid out one chapter after another. Instead, Cal Harrison gives the reader an entertaining real life scenario with embedded lessons. He brings you into the life of two co-owners of a small consulting (could be any kind of) business and their struggles to find their way to a sustainable business future. Through the book they realize what is really important and why stretching their "expertise" so they can pitch everyone does not work.

I finished reading the book on the plane enroute to see two existing and one potential client and found myself incorporating Harrison's lesson during a sales pitch. It helped me keep the potential client focussed on how we can help make their life easy rather than how we can do what their existing vendor does cheaper! I was able to keep the new client focused on our expertise and service - not our price.

0 of 0 people found the following review helpful.

I Keep Re-Reading

By Blair Enns

I've lost track of how many times I've picked up this book. I read the manuscript to offer a review and I've read it cover to cover twice since. I still find myself going back to it and re-reading some of the lessons - all this on a subject that I didn't think I had much more to learn. You know the author's done his job when he gets you to rethink your own long-held assumptions on a topic.

I love the business novel format. This really is The Goal for professionals. It's easy to imagine how, in the hands of a less skilled writer, framing the lessons around a fictional consulting firm and its two principals could seem contrived and corny but Harrison writes like he's been there. The story is engrossing and the lessons invaluable. I know the target is professionals but there are universal and timeless business lessons here for anyone who's trying to carve out his place in a market.

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