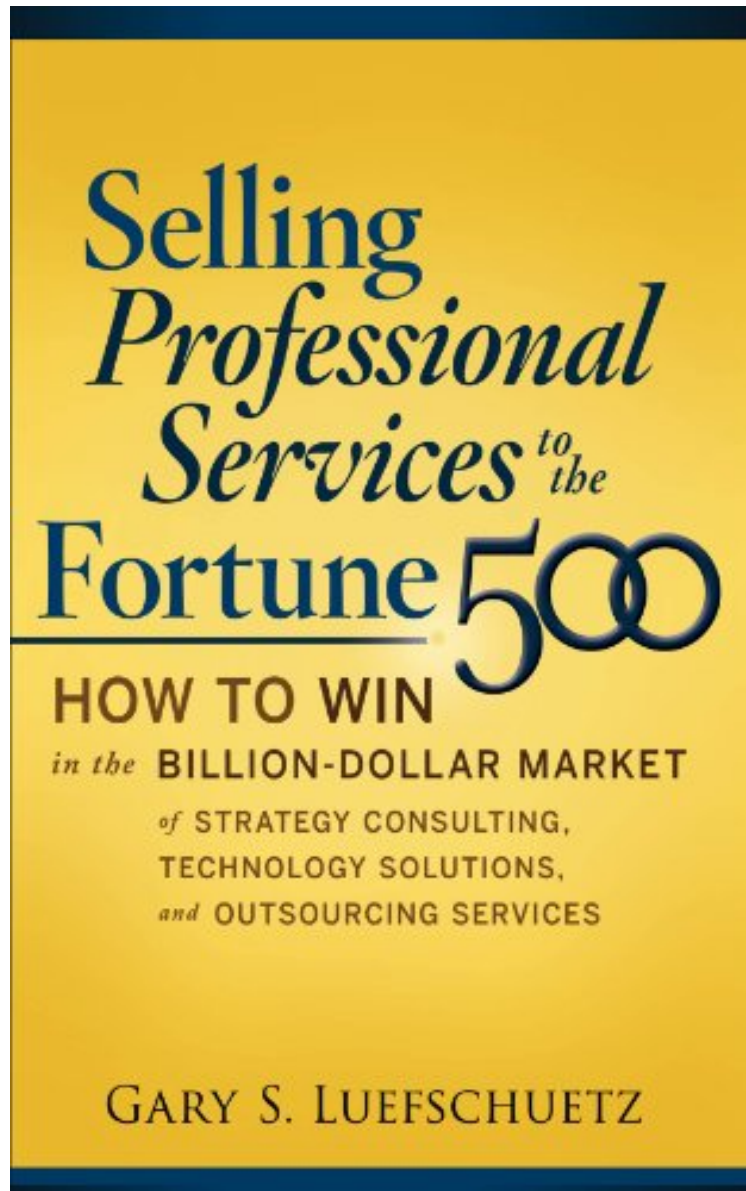


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# **Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and (Marketing/Sales/Advertising Promotion)**

*Gary S. Luefschuetz*

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The secrets to grabbing your share of an \$800 billion market! "A recommended read for anyone in line-management or businessdevelopment roles, whether selling to the Fortune 500 or public sector. The book imparts commonsense information presented in a way that is easy to relate to and is useable." Lisa Daniels, Vice President, SAIC "A great play-by-play on how to enter and succeed in the professional services industry. As companies look to improve profits that have been eroded by declining product margins, a move into professional services has been the right answer for many. This book can help you make the move!" Natalie Buford-Young, President, The Rainfield Group About the Book: Despite vast changes in the economy since the 2008 financial crisis, the global consulting and outsourcing services markets remain robust and offer substantial growth opportunities. While many companies retrench in the face of chaos, leading management consulting firms and IT service providers are seizing the opportunity to adapt to the new business environment, stay relevant to clients, overcome sales and delivery obstacles, and close new business opportunities. To that end, Selling Professional Services to the Fortune 500 explains how to get in the door, whom to target, and how to build the right relationships. An operations and finance executive who has worked with the industry's top firms, Gary S. Luefschuetz leads you through the process of successfully selling to the world's biggest companies. He provides expert insight into every element of the sales cycle—from picking your delivery sweet spots to engaging with corporate procurement organizations to understanding the dynamics of the negotiation process. With Selling Professional Services to the Fortune 500, you have what you need to: Expand your delivery footprint Create brand awareness Provide a full suite of services across the consulting lifecycle Build and maintain trusted advisor relationships Develop a robust sales pipeline Manage stakeholders throughout the sales and delivery cycle The opportunities in the global consulting and outsourcing services markets have attracted an abundance of new providers, so competition is fiercer than ever. As a result, pricing structures are heavily scrutinized and many services are being viewed as commodities by aggressive corporate procurement organizations. Selling Professional Services to the Fortune 500 helps you price your service offerings accordingly and maintain your competitive edge.

From the Back CoverThis insider's guide provides the edge you need to successfully sell, market, and deliver your services to the world's top companies. Selling Professional Services to the Fortune 500 provides: Practical guidance on negotiating with aggressive corporate procurement organizations Tips for preventing your services from being treated like commodities Techniques for negotiating master services agreements Methods for developing optimal pricing structuresAbout the AuthorGary S. Luefschuetz is an attorney and CPA with extensive experience negotiating professional services and technology agreements within the public and private sectors. He is a partner at Accenture and has served in a variety of leadership roles at companies including Booz Allen Hamilton, Unisys, and PeopleSoft. In collaboration with Thomson West Books, he published The Art Science of Negotiating Professional Services Agreements.