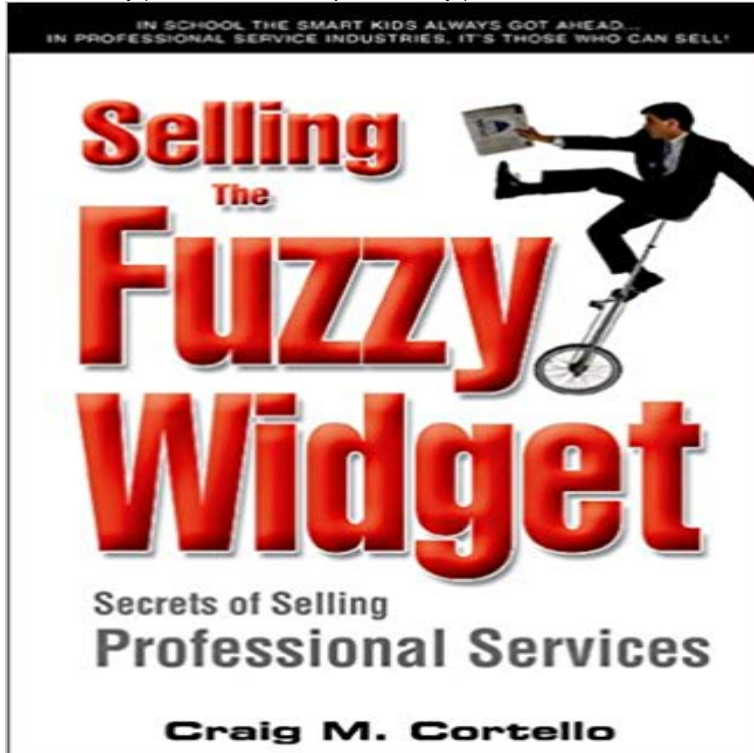


## Selling the Fuzzy Widget: Secrets of Selling Professional Services



Young professionals employed in service firms are often disillusioned by the extent to which networking, visibility, and sales can determine their ultimate capacity for career advancement. Those who transition from product-oriented companies to service firms can become discouraged by the ineffective nature of sales tactics and closing techniques they've relied upon in the past when entering this new selling environment. And executives and senior managers are sometimes frustrated by the challenge of conveying the nature and importance of effective business development in service firms in a straight-forward manner that can be embraced by each and every employee. Craig Cortello condenses his 18-year career ascent from entry-level computer drafting to National Sales Manager of a successful environmental consulting firm into 50 concepts that are the essence of selling professional services. These principles of relationship development, networking, and attitude differentiate the sale of services or fuzzy widgets from other selling environments. *Selling the Fuzzy Widget: Secrets of Selling Professional Services* is the ideal resource for driving home practical revenue growth concepts to all of your employees in any engineering, accounting, consulting, law, information technology, or other service firm. Craig has written this book as a service to you its the book that he wished was available when he first began his career, and you are the beneficiary of his experience. Happy Selling!

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