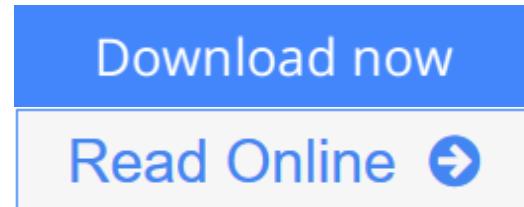


# Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting & Consulting Business)

By Michael Moshiri



**Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting & Consulting Business)** By Michael Moshiri

**Are you a professional consultant looking for a predictable and reliable source of consulting leads and prospective clients, a firm leader looking for ways to grow your client base, or a consulting executive with business development responsibilities?** If so, then this book will show you the fastest and most effective strategy for achieving those goals.

The secret, consulting expert Michael Moshiri explains, is to *never chase clients*. As the author discovered during his decades of consulting with the world's biggest professional service firms - Deloitte, EY, and PwC - what distinguishes highly successful service professionals from everyone else is their ability to use "Catalysts" to attract and motivate clients to want to buy services from them.

In *Never Chase Clients Again*, Moshiri lays out the specific steps - and inner mindset - he uses to leverage Catalysts to rapidly find, reach, and attract the most highly-qualified clients with minimal effort.

Moshiri distinguishes the most effective business development actives from the random, ineffective, and wasteful interactions usually associated with "networking" and "lead generation." He then distills his proven strategies for getting clients into an easy-to-follow system (called the "*Client Catalyst System*") and a set of practical principles, including:

- **Never rely on referrals:** Expecting a referral source to take the initiative to present your merits, to endorse you, or to recommend you is the fast-track to failure. Most people prefer not to jeopardize their reputations or relationships.
- **Business is chemistry:** To bond quickly with the most highly-qualified clients, you must use the best catalysts.
- **Clients love gravity:** If you must drop names, you'd better use the names that carry the most weight.

- **Clients crave value:** You can catch more clients with an ounce of pure value than you can with a pound of small talk.

In the course of the book, Moshiri outlines the timeless strategies shared by the world's biggest and most successful consulting firms. The step-by-step instructions and practical principles in this book will help you to leverage the power of Catalysts to find new clients, win more business, and grow your consulting firm - quickly, predictably, and efficiently.

*Never Chase Clients Again* is destined to take its place alongside *Managing The Professional Service Firm* and *The Trusted Advisor* as a business classic for consulting firm leaders, seasoned consultants, and business development professionals alike.

**Included Online Resources:** Accelerate your success in implementing the systems outlined in this book by leveraging the free downloadable worksheets, templates, and checklists available on the book's website at <http://NeverChaseClientsAgain.com/BookBonuses>.

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### **Bibliography**

- Rank: #1342883 in Books
- Brand: Moshiri Michael
- Published on: 2015-09-08
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .50" w x 5.51" l, .76 pounds
- Binding: Hardcover
- 166 pages



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## **Editorial Review**

### Review

**"Michael's book is a must read for consultants** -- both for those who are just beginning but also more experienced ones who move into more sales oriented roles. Clearly based on his extensive experience Michael managed to develop an easy-to-follow approach which should be helpful for everybody in the consulting world." -*Michael Alf, Bestselling Author of "Your Firm, Everywhere, Now"*

**"Never Chase Clients Again by Michael Moshiri is one of those rare books that delivers on its title!** I have read most books on generating new clients for your business and this is a standout! Michael delivers his message in a simple yet profound way, not a book to be missed if you want to grow your business to the next level!" -*Wouter Snyman, CEO, Atooh Group*

**"Never Chase Clients is an incredible book...** A thought provoking book for those who truly wants to step up their marketing skills to the next level." -*Dr. Henry Naiken, Bestselling Author, Msc.D.*

"The lead generation tactics in this book are flawless! In his book, Moshiri provides his personal step-by-step principles for getting new clients along with the most effective lead generation tactics of the world's largest and most successful consulting firms." --Wade Danielson, President, Guardian Network Solutions  
"Michael's book is a must read for consultants -- both for those who are just beginning but also more experienced ones who move into more sales-oriented roles. Clearly based on his extensive experience, Michael managed to develop an easy-to-follow approach which should be helpful for everybody in the consulting world." --Michael Alf, Bestselling Author of "Your Firm, Everywhere, Now" "Never Chase Clients Again by Michael Moshiri is one of those rare books that delivers on its title! I have read most books on generating new clients for your business and this is a standout! Michael delivers his message in a simple yet profound way, not a book to be missed if you want to grow your business to the next level!" --Wouter Snyman, CEO, Atooh Group "Never Chase Clients Again is an incredible book... A thought-provoking book for those who truly wants to step up their marketing skills to the next level." --Dr. Henry Naiken, Bestselling Author, Msc.D. "Michael Moshiri is clearly an expert on developing successful consulting firms that attract high quality clients." --Eric D. Groleau, Bestselling Author, Chief Innovator at Strategic Edge Innovations

### From the Inside Flap

#### **Stop Marketing. Start Getting Clients.**

Your level of success as a consultant hinges first and foremost on your ability to find highly qualified clients to serve. In fact, this is the most critical function in any consulting practice, regardless of size or industry.

So why do so many consultants rely on unpredictable, uncontrollable, and unreliable methods such as content marketing and social media campaigns to find clients?

Admittedly, these marketing methods do have merit and will produce some results in many cases. But they cannot produce predictable access to highly qualified clients in a reliable, repeatable, and controllable way. Why? Because selling professional services is fundamentally different than selling products.

The fact is that consulting has always been, and will always remain, a business that is built on personal

(analog) relationships. And you cannot build personal relationships with prospective clients through clever marketing.

The systems, strategies, and principles in this book, on the other hand, can and will provide you with a proven, predictable, and controllable means for finding highly qualified clients, regardless of the type of consulting that you engage in, and without the enormous investment of time, resources, and effort required by new and often-hyped marketing strategies.

#### From the Back Cover

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This book reveals how you can develop the same ability to find new clients, win more business, and grow your consulting firm -- quickly, predictably, and efficiently.

**Included Online Resources:** Accelerate your success in implementing the systems outlined in this book by leveraging the free downloadable worksheets, templates, and checklists available on the book's website at [NeverChaseClientsAgain.com/BookBonuses](http://NeverChaseClientsAgain.com/BookBonuses).

### Users Review

#### From reader reviews:

##### **Madeline Wayt:**

Information is provisions for anyone to get better life, information currently can get by anyone on everywhere. The information can be a understanding or any news even restricted. What people must be consider whenever those information which is inside former life are challenging to be find than now could be taking seriously which one is suitable to believe or which one often the resource are convinced. If you find the unstable resource then you get it as your main information it will have huge disadvantage for you. All of those possibilities will not happen within you if you take Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting & Consulting Business) as your daily resource information.

##### **Claire Underwood:**

Reading a guide can be one of a lot of task that everyone in the world adores. Do you like reading book therefore. There are a lot of reasons why people love it. First reading a book will give you a lot of new information. When you read a reserve you will get new information due to the fact book is one of various ways to share the information as well as their idea. Second, studying a book will make you more imaginative. When you studying a book especially fictional works book the author will bring someone to imagine the story how the characters do it anything. Third, you are able to share your knowledge to some

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**Jose Gray:**

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**Henry Baker:**

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