



# SalesGame: A Guide to Selling Professional Services

*J. Larry White, Diane S Brown, Tom Porter*

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Are you a professional service provider who wants to grow your client base? Then SalesGame: A Guide to Selling Professional Services is for you. It shares the foundational process and fundamentals of the SalesGame. The SalesGame is based on the assumption that selling professional services is more like a game than a science. It is a proven way to improve business-development performance, whether your focus is on client retention, expansion, or new client acquisition. In this book, you will learn best practices for each of the six stages of the SalesGame, how to more effectively communicate with clients and referral sources, and how to differentiate yourself and deliver outstanding services to achieve the ultimate goal for all professionals—an enthusiastic client! This book is appropriate for CPAs, lawyers, wealth advisors, architects, engineers, and other types of consultants who sell professional services.

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