



How to Become a Consultant

B.H. Elvy

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How to Become a Consultant B.H. Elvy

Written for the business manager of middle or senior rank who is contemplating a career move from corporate to self-employment this book describes how to set up a consultancy practice with little financial outlay and take advantage of a growth market. Emphasis is given to low cost promotion and the creation of a client base. The preparation of proposals, the conduct of assignments and the importance of presenting subsequent recommendations that will satisfy client needs and lead to recommendations and referrals is discussed.



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