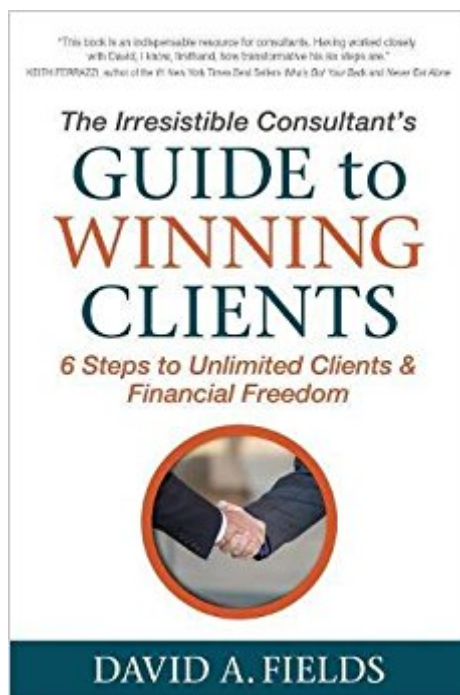




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# The Irresistible Consultant's Guide To Winning Clients: 6 Steps To Unlimited Clients & Financial Freedom



## Synopsis

Though it's a potentially lucrative enterprise, the reality of independent consulting seldom matches the dream. Most solo consultants and boutique consulting firms are perpetually within six months of bankruptcy due to the sputtering unreliability of their new business engines. The problem, according to international consulting expert David A. Fields, is twofold: 1) lack of a consistent, proven plan, and 2) fundamental misunderstanding about what clients want in a consultant. Fields, who has helped hundreds of consultants and boutique firms worldwide build lucrative, sustainable practices, replaces the typical consultant's mindset of emphasizing expertise and differentiated processes with a focus on building relationships, engendering trust, and solving clients' existing problems. In *The Irresistible Consultant's Guide to Winning Clients: Six Steps to Unlimited Clients and Financial Freedom*, Fields synthesizes his decades of experience into a step-by-step approach to winning more projects from more clients at higher fees. From nuts-and-bolts business advice and tactics to a deeply insightful breakdown of the human side of a very human profession, Fields delivers a comprehensive guidebook that is at once highly approachable and satisfyingly detailed.

## Book Information

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## Customer Reviews

"Fields' delightful book isn't just about winning clients--it's about winning them the right way, for the right reasons, in ways that add to everyone's wealth."  
--Charles Green, author of #1 bestseller *The Trusted Advisor*

"David A. Field's *Irresistible*

Consultant's Guide to Winning Clients redefines the laws and rules of attraction. He creates new definitions for connecting, engaging, and convincing immediate business that lasts for the long term. Every consultant should read and implement the six steps if they're serious about doubling their income.

— Jeffrey Gitomer, author of the Little Red Book of Selling "This book is an indispensable resource for consultants. Having worked closely with David, I know, firsthand, how transformative his six steps are."

— Keith Ferrazzi, author of the #1 New York Times Best Sellers Who's Got Your Back and Never Eat Alone "If I could have just one book on client strategy, it would be David's client-centric Guide to Winning Clients. I can't recommend it highly enough." — Marshall Goldsmith, international bestselling author of What Got You Here Won't Get You There and Triggers.

David A. Fields, co-founder of Ascendant Consulting, is a true consultant's consultant who works with elite solo and boutique consulting firms worldwide. A bestselling author, speaker, consultant, and mentor, David also heads Ascendant Consortium, whose clients are a "Who's Who" of the business world. Named one of Advertising Age magazine's "Marketing Top 100," David's insights are published in David Fields' summaries\_REV 4/3/17 IndustryWeek, USA Today, CNN Money, Investor's Business Daily, Advertising Age, BusinessWeek, SmartMoney, and other publications.

Closing a deal isn't something you do. It's a result of everything you've done. Most people aren't looking for highly differentiated solutions, they are looking for reliability and results. I have known David and his work for over 25 years; and this book is a synthesis of his consulting philosophies for helping clients create value. David lives the ideas detailed in this book And they work. He was spent years developing himself, his craft and his practice. What are the six pillars of consulting success? David reminds us that clients are looking for someone they know, like, trust, need, want and value. These are the six pillars of successful consultants. David shares a comprehensive blueprint on how to take your practice to a higher level. One of the core themes of this book is that successful leaders recognize "it's not about them, it's about the client's needs, interests and unstated goals." They embrace an outward focus. Similar to a great consultant, this book is simple, easily understood and highly relevant. It is like attending Spring Training for Consultants. It's an act in improving your consulting fundamentals. One last idea that David shares in the book. And we all can benefit from this insight. What goes into a trusting consulting relationship? He calls it The Trust Triangle. People who trust you believe three things: 1. They understand you are thinking of ME! 2.

You will help ME!<sup>3</sup>. You won't hurt ME!David's practice and writings are insightful, and rooted in Trust. If you are looking for an edge, this is an important read.

This book should be required reading for anybody who is a practicing consultant in any field. A few years ago I took David's Client Acquisition Formula course and found it to be excellent. This book is a distillation of most of the course, and is a very powerful summary of what David teaches. It was a welcome refresher and helped fill in the gaps I had forgotten.David's writing style is an easy read that is packed full of dry humor. And he has elevated stick figure drawing to a new art form. But that aside, each of the 6 sections walk a consultant through the process of getting known, getting trusted and getting business. Any consultant who does not follow this process is leaving money on the table.

David has written an incredibly helpful book for consultants at every level of their development. I've been doing this for 15 years now, but still learned tons from this super practical guide to our craft. I also enjoyed the casual, conversational style of this book and David's delightful drawings. It made it extremely accessible and easy to read.Here are a few of my favorite takeaways:First, David develops a concept he calls the "fishing line." A fishing line is not a cheesy tag line or a slick slogan (And not an elevator speech either. Who wants to talk in an elevator?). It's a succinct, highly focused, 10-15 word positioning statement designed to get a prospect's immediate attention and open a productive conversation. "A great fishing line can take years to perfect, although you can create a serviceable version in about a half an hour," David advises. "The more precise your target, the better. The more concrete the issue, the better. The shorter the better." "This one concept, alone, is worth the price of the book.However, I also found helpful David's advice regarding building visibility to be invaluable. His diagram on the visibility power of various kinds of business writing was something I had never seen before, and the nitty-gritty detail of calling clients early in the morning or late in the afternoon when most administrative assistants are not in the building, rang true with my experience.Again, this is a great guide (not a textbook or the "bible" on consulting) from a consultant who knows the ropes of building more than a few successful practices. My thinking was stretched and my skills sharpened by this intensely practical, fun read.

I'm getting a lot out of this book. It's directed at independent consultants but would be useful for anyone who is trying to build up a business and needs to deepen their relationships with prospects and expand their network. Very practical advice based on some basic principles that really ring true to me, such as (and I paraphrase) "take the client's perspective", "fish where the fish are (and when the fish are ready to eat)", "leverage your own network" and others. It's especially helpful in helping to get over the hurdle of cold-calling (or tepid calling if you know the person a bit), which it appears I am not the only person to struggle with. It's a pretty quick and easy read but with lots of thought provoking ideas (have your marker pen handy). Highly recommended.

I've found David's writing to be engaging and easy to read - no expanding a simple observation into a 5 page 'story' that drags on and on. As a result, this book is both clear, simple, and high impact. In particular, I think his observations on confidence are spot-on; I've noticed this in my own work. Also, if you're part of a consulting firm, selling consulting services, or do consultative selling, this book presents one of the simplest and most effective models I've read since Solution Selling first came out. It's a template that one can use to start or to improve; it helped me and I've been doing consultative selling for 25 years.

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