



CK.0000072100

Second Edition

“This book is that rare thing: simultaneously wise, practical, readily accessible, and data driven. A necessary addition to your reading.”

—David Maister, author of
Managing the Professional Service Firm

PROFESSIONAL SERVICES MARKETING

EN
U
How the Best Firms Build Premier Brands, Thriving
Lead Generation Engines, and Cultures of Business
Development Success

Mike Schultz, John E. Doerr, and Lee W. Frederiksen, PhD

PROFESSIONAL SERVICES MARKETING

PROFESSIONAL SERVICES MARKETING

How the Best Firms Build Premier Brands, Thriving
Lead Generation Engines, and Cultures of Business
Development Success

Second Edition

Mike Schultz, John E. Doerr, and Lee W. Frederiksen, PhD



Cover design: Brian Lemen, Hinge

Copyright © 2009 and 2013 by RAIN Group, LLC. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at www.wiley.com/go/permissions.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor the author shall be liable for damages arising herefrom.

For general information about our other products and services, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Cataloging-in-Publication Data:

Schultz, Mike, 1974–

Professional services marketing : how the best firms build premier brands, thriving lead generation engines, and cultures of business development success / Mike Schultz, John Doerr, and Lee Frederiksen. Phil. — Second edition.

pages cm

Includes index.

ISBN 978-1-118-60434-2 (cloth); ISBN 978-1-118-68835-9 (ebk);

ISBN 978-1-118-68843-4 (ebk); ISBN 978-1-118-68845-8 (ebk)

1. Service industries—Marketing. 2. Branding (Marketing) 3. Marketing. I. Doerr, John E. II. Frederiksen, Lee W. III. Title.

HD9980.5.S357 2013

658.8—dc23

2013007338

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

To my dad, Stan Schultz, the father every son wants.

—MES

*To the memory of my dad, Joseph Doerr.
His time was too short, but it sure was full.*

—JED

*To the memory of my dad, Harry Frederiksen,
who taught me what really mattered.*

—LWF

Contents

<i>Acknowledgments</i>	ix
<i>Introduction</i>	1
PART I Strategy and Planning	5
Chapter 1 What Marketing Can Do for a Firm	7
Chapter 2 Marketing Planning	23
Chapter 3 Keys to Building a Terrible Marketing Strategy	37
Chapter 4 The Seven Levers of Lead Generation and Marketing Planning	43
Chapter 5 How to Think about Fees and Pricing	55
Chapter 6 Don't Worry about Your Competition (Let Them Worry about You)	69
PART II Focus on Branding	79
Chapter 7 Brand—What It Is; Why Bother	81
Chapter 8 Three Elements of Well-Crafted Brand Messaging	93
Chapter 9 Uncovering Your Key Brand Attributes	107
Chapter 10 Your Firm, Your Brand	123

Chapter 11	RAMP Up Your Brand	137
Chapter 12	Differentiating Your Firm	147
Chapter 13	Building Brand and Marketing Messages	157
Chapter 14	On Becoming a Thought Leader	167
PART III	Generating and Nurturing Leads	181
Chapter 15	Content Marketing	183
Chapter 16	Marketing Communications and Lead Generation Tactics	195
Chapter 17	Introduction to Lead Generation	241
Chapter 18	Value and Offers in Lead Generation	249
Chapter 19	The Case for Sustained Lead Generation and Relationship Nurturing	257
Chapter 20	Targeting	271
PART IV	Making the Sale	281
Chapter 21	RAIN Selling	283
Chapter 22	Creating <i>Essential</i> Relationships	297
Chapter 23	Building a Culture of Business Development Success	311
Chapter 24	Selling with Hustle, Passion, and Intensity	323
	<i>About RAIN Group</i>	<i>329</i>
	<i>About RainToday.com</i>	<i>331</i>
	<i>About Hinge</i>	<i>333</i>
	<i>About the Authors</i>	<i>335</i>
	<i>Index</i>	<i>339</i>