

marketing your professional services pdf

Richard Grimes ©2011 Marketing Your Professional Services Page 7 The Product Concept “ Consumers will favor those products that offer the most quality, performance, or innovative features.

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But ethics and standards discourage professional firms from knowingly marketing services which, while “pleasing customers,” might mislead or eventually harm customers or third parties.

Effective Marketing for Professional Services

ify how to conduct a successful marketing campaign, she presents a creative and compelling plan to develop a marketing strategy. She removes the fear and intimidation factors surrounding the concept of marketing by providing a clear practical how-to guide. Elaine shares her many years of professional experience with her competition.

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Marketing Professional Services / 73 Hard-sell marketing really reflects a sales orientation rather than a marketing orientation. It may do more damage than good for the firm and the profes-

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The Marketing of Professional Services “An Organisational Dilemma by Evert Gummesson 308 | Service Marketing versus Goods Marketing This paper is concerned with the marketing of a certain set of producer services called professional services.1 They include the services of advertising agencies, management consultants, accountants, architects, engineering consultants and several others.

The Marketing of Professional Services “An Organisational

Unit 1 MARKETING OF SERVICES ... Services marketing Services marketing is marketing based on relationship and value. It may be used to ... professional services have credence qualities. Need to use promotion to help customers perceive a service as highly tangibility.

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