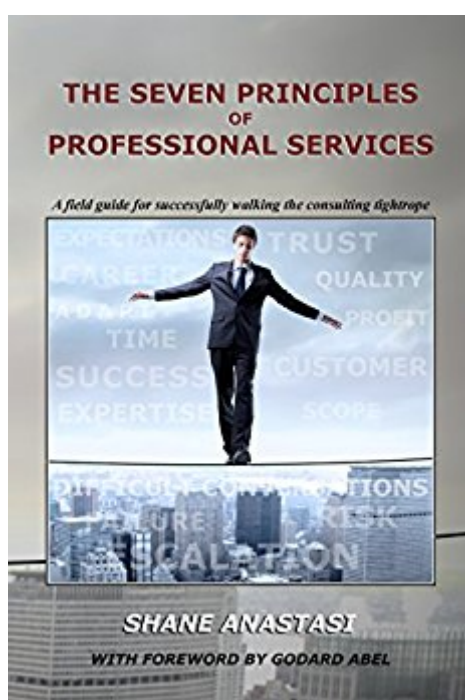


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# The Seven Principles Of Professional Services: A Field Guide For Successfully Walking The Consulting Tightrope



## Synopsis

In this book, Shane Anastasi details the prerequisite knowledge every consultant must master when delivering complex professional services. Coupled with the author's and his industry colleagues' real life examples of success and failure, these principles provide every consultant with actionable guidance to improve their service quality. Professional services consultants are walking a dangerous high wire between the success of their customers and the ongoing success of their firm. To maintain balance and walk this tightrope successfully, a consultant needs a strong set of principles that can be relied upon in the heat of a customer engagement. Through detailed analysis of his own experience as a consultant, a customer, and a professional services executive, Shane describes in detail the seven principles of professional services that have led him and others to repeated success. If you have been a consultant for ten minutes or ten years, this book will help you assess how well you deliver your service today and enable you to identify ways to elevate it in the future. Doing so will benefit your customer, your firm and your career.

## Book Information

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## Customer Reviews

I'll admit it was with much trepidation I opened Shane's book. My company assigned it as required reading. I assumed it would be another disposable, been there, done that, could have written a better one myself sort of book. It didn't take long to put a bullet in that line of thinking. This is expert guidance for real world issues and struggles we face every day in every Pro Services company I know. Whether you are a consultant, a project manager, an executive sponsor or even a customer of Professional Services, this book should be required reading. Higher levels of project success lead to higher customer satisfaction, higher revenues and higher margins. These seven principles will guide you there. Aaron Steeves CSS Service and Support Manager Neopost South

I recommend this book as the foundation for staff development in a professional services group. It provides a crisp and practical review of basic consulting skills. It is useful as a refresher for experienced staff and as an introduction for new staff. The book provides a great way to start a dialog on the "good behaviors" you'll want to reinforce in your team. Although the principles are applicable to any consulting organization, I found the book was especially relevant to the challenges of a software or solutions vendor.

Unlike other books on the subject, "The Seven Principles of Professional Services" is the only one that speaks directly to the consultant. Shane distills 20 years of real world consulting experience into 7 easily understood truths that teach how to avoid or overcome most difficult project situations, and become a true "Professional" consultant. Whether you are a consultant yourself or manage a PS team you should read this book!

This book is an outstanding resource for anyone who is involved with the delivery or contracting of Professional Services. Principle #4 is of particular interest (and extremely valuable) for anyone responsible for delivering a service under potentially difficult circumstances. The notion of empathy, understanding and resolution can be readily applied to any aspect of life and business with fantastic results. Not only is this a truly outstanding Professional Services delivery handbook, but a fantastic general business book as well. I would highly recommend this book to anyone in the business world. It is exactly on point!

Shane captures the key principles every professional services consultant needs to be successful. I run PS for a leading HCM SaaS solution provider. We've built our practices around Shane's principles and aligned them with our core values. From initial training to the template for our

one-to-one's we've proven these principles work and deliver successful, profitable professional services engagements. Great book and a quick read, we've distributed to all our consultant's. I highly recommend this for PS leaders and their teams!

Read the book and went through Shane's training recently with my company. Must read if you are in or around the Professional Services industry. This guy knows his stuff and even if you take away 1 learning you will have dramatically improved your value and ability as a professional services expert.

We are implementing Shane's 7 Principles in our organization and it has had a profound impact on the way we conduct our professional services. This provides a language and a resource for every consultant regardless of experience to understand the way we want to consult for our clients. Definitely worth adding to your library if you are a professional services company.

The importance of a good framework and language to describe what many instinctively know (and some unfortunately do not) cannot be understated. What Shane offers here is an ideal system that translates tribal knowledge and common sense into action that moves the quality needle forward for any Professional Services organization, as well as anyone working in the services industry. I cannot recommend this book and its wisdom highly enough.

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