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# Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art Of Consulting And Consulting Business Secrets Book 1)

INTERNATIONAL #1 BESTSELLER

A PROVEN SYSTEM TO GET MORE CLIENTS, WIN MORE BUSINESS,  
AND GROW YOUR **CONSULTING FIRM**

# NEVER CHASE **CLIENTS** AGAIN

**MICHAEL MOSHIRI**

FORMER DELOITTE, EY, AND PWC EXECUTIVE REVEALS THE BUSINESS DEVELOPMENT  
STRATEGIES OF THE WORLD'S BIGGEST CONSULTING FIRMS



## Synopsis

Are you a professional consultant looking for a predictable and reliable source of consulting leads and prospective clients, a firm leader looking for ways to grow your client base, or a consulting executive with business development responsibilities? If so, then this book will show you the fastest and most effective strategy for achieving those goals. The secret, consulting expert Michael Moshiri explains, is to never chase clients. As the author discovered during his decades of consulting with the world's biggest professional service firms - Deloitte, EY, and PwC - what distinguishes highly successful service professionals from everyone else is their ability to use "Catalysts" to attract and motivate clients to want to buy services from them. In *Never Chase Clients Again*, Moshiri lays out the specific steps - and inner mindset - he uses to leverage Catalysts to rapidly find, reach, and attract the most highly-qualified clients with minimal effort. Moshiri distinguishes the most effective business development activities from the random, ineffective, and wasteful interactions usually associated with "networking" and "lead generation." He then distills his proven strategies for getting clients into an easy-to-follow system (called the "Client Catalyst System") and a set of practical principles, including:

- Never rely on referrals: Expecting a referral source to take the initiative to present your merits, to endorse you, or to recommend you is the fast-track to failure. Most people prefer not to jeopardize their reputations or relationships.
- Business is chemistry: To bond quickly with the most highly-qualified clients, you must use the best catalysts.
- Clients love gravity: If you must drop names, you'd better use the names that carry the most weight.
- Clients crave value: You can catch more clients with an ounce of pure value than you can with a pound of small talk.

In the course of the book, Moshiri outlines the timeless strategies shared by the world's biggest and most successful consulting firms. The step-by-step instructions and practical principles in this book will help you to leverage the power of Catalysts to find new clients, win more business, and grow your consulting firm - quickly, predictably, and efficiently. *Never Chase Clients Again* is destined to take its place alongside *Managing The Professional Service Firm* and *The Trusted Advisor* as a business classic for consulting firm leaders, seasoned consultants, and business development professionals alike.

Included Online Resources: Accelerate your success in implementing the systems outlined in this book by leveraging the free downloadable worksheets, templates, and checklists available on the book's website at [NeverChaseClientsAgain.com/BookBonuses](http://NeverChaseClientsAgain.com/BookBonuses).

## Book Information

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## Customer Reviews

This book can definitely shave a lot of time and efforts for consultants looking for quality clients. Michael Moshiri is clearly an expert on developing successful consulting firms that attract high quality clients. His book is well written and structured for success. An initial quick read will provide readers with an overall gist of the concepts explained and then make it easy to return for specific step-by-step instructions to follow. The strategies can be applied to pretty much any industry or practice. The author claims that many people find their next highly qualified client within 15 days of implementing his system. I have no doubt about that since I did relate with many strategies and examples he describes. I've worked as a I/T consultant for IBM and also left to start my own company so the examples he shared hit very close to home for me. It helped me to better identify and explain what has been working for me, some mistakes but most importantly, it provided easy to follow strategies to further improve my firm's success. The strategies in this book can save a lot of time and mistakes for new consultants and can also help veterans step up their game.

Michael Moshiri provides a great framework and game plan for never chasing people down to do

business with them. He shares how you need to position yourself to be of value and deliver value while you keep your self-respect intact. Lots of great nuggets are shared to help you better your best. Enjoy!

This book was exciting to read! It is one that I will go back to again and again as I build my consulting business. I sensed while reading this book that Michael was right there with me; he puts so much "heart" into what he teaches " you just know he genuinely cares about his readers and 'all of our' mutually beneficial relationships. Personally having 30 years of sales and marketing experience, I've read my fair share of books on the subjects. I've learned from the best, and those who were not (I call that turning a negative into a positive); and I've been forced to sit through what has not always been the most helpful of seminars (trying to take away some worthwhile advice during the time I could have been out selling). My personal take on 'Never Chase Clients Again' - with a focus solely on obtaining clients, Michael Moshiri is one of the best educators I've had the privilege of learning from! Filled with helpful acronyms, delivering fabulous downloadable "freebies", and a step-by-step process that he proves does work, Michael Moshiri "walks the talk" with his readers/catalysts/clients (in whatever role we may become:). Great advice shared by an awesome leader, thank you Michael Moshiri!

Concise, well-written, and founded on solid information. I think he underestimates the current tsunami of social media as it relates to modern communication, but his ideas about relationship marketing are spot on. If you are a consultant, Moshiri's book is a great investment of your time.

Should you buy this book? The first criteria for me is always to check out if the author has done himself what he is writing about. Michael Moshiri has a great track record. He has worked for the most successful consulting firms in the world. Like Ernst & Young (EY), PricewaterhouseCoopers (PwC) and the former Deloitte. And by forming his boutique consulting firm, taken the best from them, and over twenty years created his personal system to attract highly-qualified consulting clients. To have a proven, and time-tested system in place so that you only work with your dream clients is the way to succeed. Not only in a business sense but also for your peace of mind. That's what you get here. Michael shows you step by step how to model his dream client attraction system. What is most appealing to me are the catalysts. A catalyst can give you access to big numbers of highly qualified prospects. That is a shortcut that every consultant loves to have. And Michael shows you how to reach these connectors in detail. To answer my question in the

beginning:Yes, you should buy this book if you want to grow your consulting firm in a big way.

Although the book does offer some potentially useful ideas (e.g. reinforcing your values / story, pre-qualifying clients and using "catalysts") and does offer some free online resources, it is a disappointment - the presentation is very abstract (simply describing the system and providing numerous acronyms), basic and theoretical. There are almost no real-life examples or stories of how the author or his clients applied the concepts to their situations (although given the author's claims on how successful he was both at Big4 companies and in his own boutique consulting firm one would expect to see numerous practical examples; absence of such examples makes me question how successful the author really was). There is not much to "read" - the book could probably be scanned in 15-30 minutes. And I agree with another reviewer that the sample was a lot better than the actual book.

When I first saw this book's title, I was a bit taken aback, as I'm always suspicious of the terms "never" and "always". However, I think that Michael comes about as close to the concept of "never chasing clients" as you can get with his book! He does a great job of breaking down how we present ourselves to our clients which really gave me a ton of clarity when it comes to my own business. I also liked his concept of catalysts and how to find and employ them to build your business. Again, a great job with explaining this concept and it brings a ton of clarity to my quest to build my business. Great job, Michael. Anyone looking to jump-start their business needs to get this book.

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