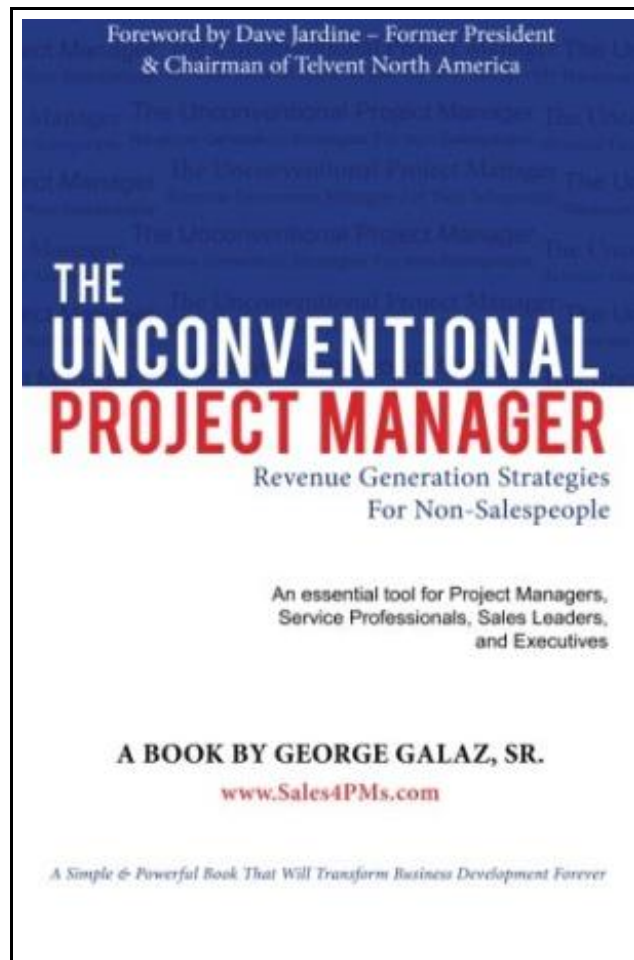


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THE UNCONVENTIONAL PROJECT MANAGER: REVENUE GENERATION STRATEGIES FOR NON-SALESPEOPLE (PAPERBACK)



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SCA Press, United States, 2013. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.In today s tough economic environment, corporations face the challenging task of succeeding in an already crowded marketplace, where competition is fierce and innovation is quickly commoditized. The key is to realize the real power that non-salespeople have when it comes to engaging customers, developing strong trust-based relationships, and generating repeat business, loyalty, and advocacy. This is not a book about running successful projects, nor is it about increasing revenue figures by exploiting or abusing the dangerous change-order business practice. The Unconventional Project Manager is a powerful tool created purposely for non-sales professionals, and primarily for Project Managers, Engineers, Service and Technical teams, and for that matter any person who spends time in front of customers delivering value by solving their problems. Through the utilization of real-life examples that the reader can easily relate to, we will illustrate each of the concepts covered in the book. The intent of this book is not to turn project managers into salespeople, but rather to provide PMs with the tools necessary to help them understand the criticality of their role in the Need Creation process, which ultimately is the basis for sustainable revenue generation. The Unconventional Project Manager is a new breed of professional that not only understands project execution and customer success, but also embraces business development as a core competency to deliver outstanding Value to the corporation. Selling is no longer a function exclusive to the sales team; companies ability to generate repeat-business and loyal customers depends greatly on delivering successful projects, as measured by the customer s own definition of success. Crafting the next layer of value toward the customer s ultimate vision is the responsibility of...



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