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# **The I Hate Selling Book : Business-Building Advice for Consultants, Attorneys, Accountants, Engineers, Architects, and Other Professionals**

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## **The I Hate Selling Book : Business-Building Advice for Consultants, Attorneys, Accountants, Engineers, Architects, and Other Professionals** Allan Boress

Most consultants and service professionals can't stand selling. This book provides consultants with proven and painless techniques for building their businesses. It shows how readers can: listen to potential clients, ask questions and evaluate answers effectively; avoid fatal mistakes; differentiate themselves from the competition; conduct a "sales examination"; and sustain and grow their business. Allan Boress is the editor of "Quality Client Service".

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