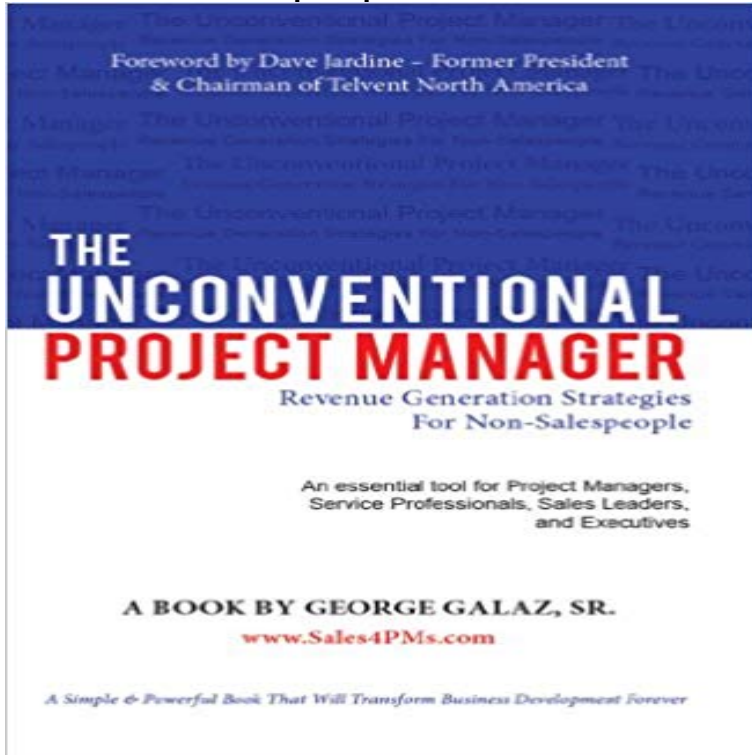


# The Unconventional Project Manager: Revenue Generation Strategies For Non-Salespeople



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 customers' own definition of success. Crafting the next layer of value toward the customers' ultimate vision is the responsibility of more than just the sales team. The amount of

time the sales resources are able to spend face to face with potential clients is quickly diminishing and sales teams are struggling to find ways to open customer doors and present the value their company has to offer. This book disrupts the establishment and shows us how to address these challenges, creatively proposing new strategies for project managers, service engineers, technical teams, sales staff, and executives to work together and achieve greater success in the execution of a common business development plan. The book is purposely concise, as it was designed for a quick read. Its language is simple and to the point, and it is organized in brief chapters, so it can easily be used as a reference tool any time.

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