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The Art of Selling Rocket Science

Book 1. Building a Sales Program for Technical Services

CreateSpace The Art of Selling Rocket Science is a rare series of books written specifically for sales and marketing of technical services, including engineering, architecture, construction, applied science, information technology, and management consulting. These books support our main theme that the marketing and sales of complex, technical services are distinctly different from simpler consumer services. The professionals who provide these services earn their livings by developing solutions to complex problems, yet are also asked to participate in selling their services to customers. Because of the human factors in how customers make buying choices, we contend there is art combined with the selling and buying of science. Selling technical professional services consists of two different components, both of which are critical. The first part is the technical content, familiar territory to engineers and applied scientists, based on their schooling, experience, and personality. However, the second component is the emotional side, relating to values, feelings, and human psychology. To many practitioners, this can be foreign and uncomfortable because they received almost no education in the topic. Because of these human factors in making buying choices, we contend there is art combined with the selling of science. Charles McIntyre and Harold Glaser are working professionals who have built their

careers in the technical services industry. They titled the series *The Art of Selling Rocket Science* because they are fascinated with the marriage of science and creativity to connect highly technical professional services and the human side of how people make choices.

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A Procurement Guide for Construction, Environmental Services, Architectural and Engineering Firms

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Marketing Green Buildings

Guide for Engineering, Construction and Architecture

The Fairmont Press, Inc. Annotation Engineers, architects and contractors seeking to expand their involvement in the green buildings market need a firm grounding in the marketing strategies and tactics which are being used most successfully in this specialized and growing field. This book is intended to serve as an effective tool for professional green building enthusiasts and advocates in presenting green design features, sustainable strategies and new products to the potential green building client. The author addresses key questions such as: How is green building marketing different from other types of professional service marketing? What tools and techniques from conventional marketing can be used to greater effect in marketing green buildings? What is the size and potential of the green buildings market? And how should a firm position itself to succeed in this growing marketplace? You'll find clear descriptions of successful strategies and approaches to marketing and selling green building-related services, as well as up-to-date information on the role of LEED in green building projects.

Managing Brainpower

Organizing, Measuring Performance, and Selling in Architecture, Engineering, and Construction Management Companies. Measuring

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Special Aids for Placing Military Personnel in Civilian Jobs (enlisted Army Personnel).

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Building and Engineering News

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