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December 2008



**"Whenever we interact with other people, we can be more effective if we know how to get our points across persuasively."**

Robert Cialdini is an expert on persuasion and influence. He is a psychology professor at Arizona State University, and the President of Influence at Work. He's also the author of the classic book *Influence: Science and Practice*, now in its fifth edition. The book covers the latest research on how influence works, and also includes advice on how to recognize and defend ourselves against the influence tactics of others.

We asked him about his latest thinking on how consultants should--and shouldn't--use the techniques of persuasion to influence clients and others.

[Read our interview with Robert Cialdini](#)

We're also featuring articles on the dangers of being a thought follower, how to avoid a drawn out sales cycle, the top ways clients find and decide which service provider to hire, and a new study on women in IT.

Don't miss the [MCNews 12 Index of Professional Services](#), which tracks investor sentiment about the professional services industry.

## Read this month's issue.

### Coming Attractions



**"If you're selling a service, you better know yourself as well as you know that service or you'll struggle to sell."**

Next month, we'll talk with Andy Wood, a Professor of Marketing at West Virginia University. Wood recently wrapped up a multi-year study on the role of trust in selling. We'll talk to him about how to build trust, and its importance in having productive sales conversations.

Look for the next issue of *Management Consulting News* on January 6, 2009.

## Guerrilla Consulting

Don't forget to click over to the [Guerrilla Consulting site](#) where you'll find the recent issues of our newsletter, *The Guerrilla Consultant*. And check out the award-winning [Guerrilla Consulting blog](#) for frequent posts on the world of consulting.

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