

## How To Build A Profitable General Management Practice

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## General Management Myths

1. You get rich in a niche.
2. Generalist are paid less then specialist.
3. Generalist can't be experts.

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## General Management Advantages

1. The opportunity to develop lasting relationships.
1. The ability to know and understand a client's full business.
1. The strength to leverage multiple internal relationships.

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## Value Proposition Inventory

Consider one current client. Identify at least five skills or services that client values in you:

- (1)
- (2)
- (3)
- (4)
- (5)

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## Value Proposition Inventory

Select one of those skills/services and identify at least five ways your client could utilize that skill/service.

Skill/Service: \_\_\_\_\_

- (1)
- (2)
- (3)
- (4)
- (5)

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## Questions? Comments?

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