



## Clients Forever: How Your Clients Can Build Your Business for You: How Your Clients Can Build Your Business for You

By Doug Carter

McGraw-Hill. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 8.9in. x 5.9in. x 0.7in. This title helps how to discover and unlock the power of the extraordinary client! What if you could increase your income by decreasing your sales calls. It happens whenever you stop wasting your time on marginal clients and focus all your efforts on your top contacts. This unleashes the repeat business and referrals that help you maximize your income, use your time more effectively, and concentrate on what's most important in your life. In *Clients Forever*, nationally recognized speaker and sales trainer Doug Carter shows you how to build your business through solid, long-term relationships with your favorite kind of clients. Packed with dozens of examples from Carter's own sales experience, plus case studies and personal development activities, this powerful career enhancement guide gives you the know-how and confidence to: focus your efforts on the people you most enjoy working with; Generate better results with less effort; build relationships with clients as valuable people, not just as potential sales; develop a new approach that accentuates your personal strengths; trust your buyers to control their own informed decisions; and, shift your role from expert consultant to process facilitator....



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