

Positioning Your Company To Win Government Contracts Tips And Secrets On The U S Government Contracting Process

China is the world's largest power region, achieving economic growth rates that exceed those of most industrialized countries. In this book practitioners of international companies are offered valuable insights and lessons from established and successful managers, academics and consultants. The book is divided into three parts: "Opportunities and Challenges in China", "Strategies for Market Entry and Business Success" and "Practical Insights from China". It covers a variety of topics such as business strategies, branding, pricing, market research, legal constraints and successful business relations.

How to Get Government Contracts demystifies the process of how a company can enter the government market, win its first and subsequent contracts, and then grow itself into a multi-million-dollar government contractor within a couple of years. It offers an insider's view into the latest best practices that government contractors use to succeed in an increasingly competitive market, and it shows exactly how your company can apply these techniques to build a strong business. Many companies venture into the government market with a certain naiveté and pay a hefty price to find out that there is much more to winning a contract than writing last-minute proposals in response to publicly posted solicitations. To stop the bleeding of precious resources, they need to step back to learn how professionals win business in the federal arena. This book shows you how to find, for example, the best potential customers and opportunities for your company. It also explains the secret to winning consistently by conducting pre-proposal preparation (also called "capture") and practicing a disciplined, process-based approach to proposal development. This book provides a recipe for winning government contracts over and over again, the way seasoned government contractors do it. After reading this book, you will know exactly what to do to position your company to win a government proposal before a solicitation becomes public, including building customer relationships, gathering intelligence, developing a "win strategy," performing competitive analysis, selecting the best teammates, and developing a solution. As a result, you will apply professional techniques to organizing your proposal effort, outlining a proposal document, and writing RFPs that persuade evaluators to award the contract to you.

For anyone ready to launch a successful career in sales for telecom equipment, services and technologies, or for veterans ready to break through to a higher level, this book provides a practical eight-step program for successful selling. The rapidly changing Grant Writing For Dummies, 3rd Edition serves as a one-stop reference for readers who are new to the grant writing process or who have applied for grants in the past but had difficulties. It offers 25 percent new and revised material covering the latest changes to the grant writing process as well as a listing of where to apply for grants. Grant writers will find: The latest language, terms, and phrases to use on the job or in proposals. Ways to target the best websites to upload and download the latest and user-friendly application forms and writing guidelines. Major expansion on the peer review process and how it helps improve one's grant writing skills and successes. One-stop funding websites, and state agencies that publish grant funding opportunity announcements for seekers who struggle to find opportunities. New to third edition.

During the last two decades of the twentieth century, China built a manufacturing juggernaut that propelled the offshoring phenomenon and led to the loss of millions of US manufacturing jobs. Michael McKeldon Woody, formerly an executive at a domestic pen manufacturer, learned the hard way that these competitors were relentless, and eventually acquiesced to the

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inevitability of offshoring. But in 2006 he stumbled upon a US textile business, Trans-Tex LLC, which gave him the opportunity to pursue a rematch with his old nemesis, China. This time, the outcome was different.

Learn how government procurement works behind the scenes. Develop winning proposals and significantly increase your chances of doing business with the Federal Government. Told through the eyes of a former Procurement Officer.

The must-read summary of James McGregor's book: "One Billion Customers: Lessons from the Front Lines of Doing Business in China". This complete summary of the ideas from James McGregor's book "One Billion Customers" shows that it is difficult to emphasise just how important the Chinese economy will end up becoming to the global economy in the future. China has already surpassed Britain as the world's fourth-largest economy and is now well on its way to becoming the world's largest market. In his book, the author explains that foreign companies are therefore flocking to get a foothold in China before the market really becomes well established. This summary offers an insight into how the Chinese do business and how to understand and work with them in order to succeed in business in the future. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "One Billion Customers" and find out what you need to do in order to access the market in China and sell over a billion products.

Creating, managing and operating a government contracting firm that holds revenue growth as the most important strategic objective is the focus of this book. It is an example filled roadmap of how to create a shared vision for revenue growth, motivate employees and create a step-by-step decision processes for investing in your company's future. Gary Dunbar explains the nuances of working in a government contract environment, and outlines the fundamentals of creating and managing a business development process from strategy through prospecting, qualifying leads, positioning, proposing, negotiation and on to the victory party.

The purpose of this book is to raise the reader's strategic thoughts to a level where he or she will be able to out-smart their competition. The stratagems portrayed in this book will encourage the reader to think 'outside the box'. Each scenario is a stand-alone experience where a differentiator influenced a competition. Although subjects in the scenarios have been altered to mask their identity, solicitations have been bundled to avoid recognition and plots have been embellished to make them entertaining, each scenario is an actual extraction from my extensive marketing experience. Use these experiences as a thought provoking tool. Remember, a "Do Good" strategy will get you into the finals; a differentiator will get you a win.

In a rapidly changing environment, the ability to move efficiently with speed not only determines survival but provides the opportunity to build massive success. Written by serial entrepreneur Judge Graham, who sold his last company for several hundred million dollars, Scale with Speed reveals the formula Judge used to build his businesses quickly from nothing to generating millions of dollars in revenue. It's a practical guide to achieving transformational growth by working faster, smarter, and more strategically. Speed is the new currency and without it, businesses die. With Scale with Speed, business owners, executives, and

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entrepreneurs alike achieve the financial freedom and the life they've always dreamed of.

This book was created for business owners, executives and managers, associations and nonprofit organizations who want to understand what it takes to create and sustain a successful web presence. It provides a fast, but thought-provoking read that offers a 30,000ft ¿hawk-eye¿ perspective, as well as drilling down into the many different considerations for an effective website and social media presence. The 42 Rules are based on Philippa¿s 15plus years of consulting experience and research into what works at a practical level, and are illustrated with real-life ideas and case studies from her clients, colleagues and over thirty contributing experts.

Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, *Branding For Dummies* gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like: Defining your company's identity Developing logos and taglines Launching your brand marketing plan Managing and protecting your brand Fixing a broken brand Making customers loyal brand champions Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, *Branding For Dummies* is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap the ensuing rewards.

The bestselling classic that launched 10,000 startups and new corporate ventures - *The Four Steps to the Epiphany* is one of the most influential and practical business books of all time. *The Four Steps to the Epiphany* launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, *The Four Steps* helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book.

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Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need *The Four Steps to the Epiphany*. Essential reading for anyone starting something new. *The Four Steps to the Epiphany* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Help your business stand out and grow its potential with this two-book collection of essential guides to creating a sticky brand and keeping the human touch in business. Includes: *Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand* Stand out, attract customers and grow your company into a sticky brand. *Sticky Branding* provides practical, tactical ideas of how mid-market companies — companies with a marketing budget, but not a vast one — are challenging the status quo and growing sticky brands. *Touch: Five Factors to Growing and Leading a Human Organization* For better or worse, digital business has fundamentally changed how organizations hire, market their services, and connect with stakeholders. The problem is, in an effort to use technology to connect more effectively, we have lost the humanity — that critical person-to-person connection. This book will show you how to restore that connection.

Plan To Win: LEADER'S GUIDE TO CREATING BREAKTHROUGH BUSINESS STRATEGY. Someone very wise once said, "the world is not short on strategy, it's short on execution." And the evidence bears this out, as most business plans, whether for a start-up or a mature business, end up stacked on office bookshelves or buried in file drawers. Using his vast experience of guiding companies of all sizes throughout the world, Peter von Braun knows that the key to developing a truly winning business strategy is to follow a disciplined and scientific process that quickly cuts to the important issues and includes the managers who are critical to executing the plan. Planning and execution are interdependent, which is why planners and implementers need to work together from the beginning of plan development. *Plan To Win* outlines a clear, step-by-step process using the four market-tested principles of successful strategies and helps the reader avoid the most common mistakes of strategic business planning. As a serious student of military strategy, von Braun draws upon the great Prussian strategic thinker, Karl von Clausewitz, to provide the first three principles: 1) concentrate on the most important goal, 2) commit sufficient resources up front to ENSURE success; and 3) continue to focus on the goal until success is achieved. To these three, the author, Peter von Braun adds the fourth imperative, bring your key people together in the process of creating a business plan that will be understood, committed to and most importantly acted upon. That's not to say the strategy should be a big "group-think" exercise. The key is to follow a disciplined and scientific process that can cut through the unimportant information and focus on the meat of the opportunity. The author guides the reader through the step-by-step process of identifying the core

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issues and developing THE winning strategy using the first round strategic framework created during a real world case study. Creating a strategic plan is hard work, but by following the principles put forth in this book effectively and thoroughly, success is far more likely. This is a terrific book for business owners and executives, division managers, strategic planners, young executives interested in finding tools to further their careers, students and those interested in strategy.

Inside sales is the fastest growing sales channel due to its cost effective nature. An inside sales rep can handle far more contacts on a daily basis than their field sales counterpart. If you are a “C” level executive with responsibility for delivering revenue, you cannot afford to overlook the rules contained in this fast-paced, powerful, book. ‘42 Rules for Building a High-Velocity Inside Sales Team: Actionable Guide to Creating Inside Sales Teams that Deliver Quantum Results’ will help you and your team understand:

- The key elements required to build a high-velocity inside sales team that will accelerate your revenue.
- The different types of inside sales teams you can leverage, how and where to staff them, and the types of tools that are required for them to operate effectively.
- The importance of a common sales language, consistent processes and clearly defined weekly metrics.

With the popularity of inside sales skyrocketing, so is the demand for inside sales talent. Lori Harmon and Debbi Funk prepare you with the info you need to make smart choices when building a high-velocity inside sales team; This includes recognizing the specialized skills required to manage and lead an inside sales team, understanding the skills required of an ideal inside sales rep, and quantifying the cost of a bad hire. Pick up this book and see for yourself the value that these rules will help you bring to your organization.

Having your own business isn't the same as having customers, and one is useless without the other. Whether your business is a resale store or a high-tech consulting firm, a law office or a home cleaning service, in today's competitive environment, strategic marketing is essential. *Small Business Marketing For Dummies, Second Edition* is updated from the original version that won rave reviews and inspired thousands of small businesses on their way to becoming big businesses. Updates include more information on online marketing, a whole new section on getting and keeping customers, new cost-effective, fast-acting ideas for instant impact, and more. The book covers: Marketing basics that prepare you to rev up your business and jumpstart your marketing program Information to help you define your business position and brand Advice on bringing in professionals A quick-reference guide to mass media and a glossary of advertising jargon How-tos for creating print and broadcast ads that work Ideas for getting the word out without advertising, including information on direct mail, brochures, publicity, promotions, and more Ten steps to follow to build your own easy-to-assemble marketing plan With pages of ideas for low-cost, high-impact marketing from author Barbara Findlay Schenck, a marketing consultant with more than 20 years experience with clients ranging from small businesses to Fortune 500

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companies, *Small Business Marketing For Dummies, Second Edition* helps you reach and keep new customers. Whether you're running a home office, a small firm, a family business, a nonprofit organization, or a retail operation, you'll discover how to: Custom design your own marketing program Create effective marketing messages Produce marketing communications that work No matter what field you're in, *Small Business Marketing For Dummies, 2nd Edition* will help you make your dreams come true. If you buy it, read it, and implement some of the marketing strategies discussed, customers will come.

Winning E-Learning Proposals illustrates how to make significant profits in the competitive e-learning industry by revealing proven methods for preparing winning proposals. It provides step-by-step instructions for an effective capture strategy, designing a persuasive written proposal and creating a winning sales presentation. How does a company constantly win more business than its rivals? A key factor is the ability to create proposals that outshine those from even the strongest competitors. *Powerful Proposals* helps businesses maximize the selling power of their proposals, with proven strategies for going beyond "this is what we do" documents in favor of customer-centered offers that highlight the tangible benefits your company offers. This powerful process offers tools and techniques that will let any firm: * assess their "winner or loser" proposal status and take proactive steps to become a winner * address the ""Big Four"" questions that a proposal must answer to be successful * create "A+" proposals in less time with less wasted effort via a simple, repeatable process * neutralize the issue of price when the firm is not the low-price provider *Powerful Proposals* takes readers step by step through designing executive summaries, writing themes, and generating the text. There is also valuable information on strategy, graphics, callouts, and other visual elements.

Since 1978, *Soundview Executive Book Summaries* has offered its subscribers condensed versions of the best business books published each year. Focused, insightful, and practical, *Soundview's* summaries have been acclaimed as the definitive selection service for the sophisticated business book reader. Now *Soundview* is bringing together summaries of eighteen classic and contemporary sales books, including seven never-before-published summaries. Here, in one easy-to-digest volume, is just about everything you ever wanted to know about sales. The summarized titles cover every aspect of superior salesmanship from some of the most acclaimed and legendary sales gurus. For instance: Brian Tracy gives new and experienced salespeople additional ways to improve their numbers in *Be A Sales Superstar*. Tom Hopkins provides advice and encouragement to transform the average salesperson into a champion in *How to Master the Art of Selling*. Chet Holmes presents his twelve key strategies for doubling sales in any company in *The Ultimate Sales Machine*. Zig Ziglar bridges the past and present of sales strategy in *Ziglar on Selling*. John Maxwell explains *The Winning Attitude*. Marc Miller helps sales professionals eliminate the adversarial stigma in *A Seat at the Table*. The collective wisdom contained in *The Sales Guru* can help any salesperson on his or her journey to becoming a sales guru. The Harvard-educated author of *Expect to Win* presents tools for change based on one's work-personality profile, outlining a five-year strategy for conceptualizing a fulfilling career, recovering from setbacks and mastering professional interpersonal skills.

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Explains how companies must pinpoint business strategies to a few critically important choices, identifying common blunders while outlining simple exercises and questions that can guide day-to-day and long-term decisions.

Ready for Better Business RESULTS? In this practical guide for small to mid-sized companies, Stephen Lynch takes you through the proven strategic planning and business execution processes you need to drive better business RESULTS. This is not just theory. Stephen works in the trenches. As Chief Operating Officer of RESULTS.com - the Business Execution Experts - he knows what it's like to run and grow a business. Business Execution for RESULTS sets out a framework that utilizes best-of-breed concepts and tools. It's a process that thousands of RESULTS.com clients all around the world use to get RESULTS. RESULTS.com's business model gives it a unique and privileged insight into what really works and what doesn't when creating and executing a winning strategy. To save you from spending several lifetimes trying to figure it out on your own, this book will show you:- Why it all starts with a big goal- The importance of strategy (and why Jim Collins was wrong)- How to analyze your industry the right way- How to choose your game and play that game to win- Why most companies get their SWOT analyses wrong- How to make your performance visible- How to really hold your people accountable In Business Execution for RESULTS, Stephen replicates the methodology he personally uses when he works with leadership teams of small and mid-sized firms globally. It incorporates the best of dozens of effective business practices modified to work together in a process that will help you get RESULTS.

Learn the crucial ins and outs of the world's largest market The U.S government market represents the largest single market—anywhere. Government contract tracking firm Onvia estimates that government business—federal, state, local, and education—represents better than 40 percent of the nation's GDP. While anyone can play in this market, only those with the right preparation can win. Selling to the Government offers real-world advice for successful entry into the biggest market anywhere. Get proven approaches, strategies, tactics, and tools to make your business stand out, build relationships, understand procedures, and win high-stakes contracts. • Every year thousands of companies enter the massive U.S. Government (BtoG) marketplace, and by the end of the first year, most are gone and less than 10 percent make it to year two • Author has advised hundreds of companies, including Apple, Dell, CDW, Northrop Grumman, General Dynamics, IT, GTSI, and many small firms, on all aspects of marketing and selling to the government From the go/no-go decision, through company infrastructure requirements, marketing, sales, business development, and more, this book offers the best advice from the most recognized authority in the market. In this book, America's leading authority on Sun Tzu applies his strategic principles directly to the challenges of managing a sales team.

Conventional wisdom on strategy is no longer a reliable guide. In Essential Advantage, Booz & Company's Cesare Mainardi and Paul Leinwand maintain

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that success in any market accrues to firms with coherence: a tight match between their strategic direction and the capabilities that make them unique. Achieving this clarity takes a sharpness of focus that only exceptional companies have mastered. This book helps you identify your firm's blend of strategic direction and distinctive capabilities that give it the "right to win" in its chosen markets. Based on extensive research and filled with company examples--including Amazon.com, Johnson & Johnson, Tata Sons, and Procter & Gamble--Essential Advantage helps you construct a coherent company in which the pieces reinforce each other instead of working at cross-purposes. The authors reveal: Why you should focus on a system of a few aligned capabilities How to identify the "way to play" in your market How to design a strategy for well-modulated growth How to align a portfolio of businesses behind your capability system How your strategy clarifies growth, costs, and people decisions Few companies achieve a capability-driven "right to win" in their market. This book helps you position your firm to be among them.

How can organizations provide the right sales training to the right sales people at the right time? This book is filled with a diverse collection of case studies from top companies and provides a practical road map and the proven tools for organizations that want to implement a winning sales training program. The book offers helpful techniques and tips on how to successfully execute sales training with limited resources and cut budgets. It provides how-to guidelines for successful sales training in a down economy. It is written by 13 experts who have experience selling and have managed sales people. The contributors have combined experience of improving sales performance of over 120 years. The book contributors are Bob Rickert, Jim Graham, Teresa Hiatt, Michael Rockelmann, Maris Edelson, Susan Onaitis, Susanne Conrad, Rick Wills, Ken Phillips, Trish Uhl, Gary Summy, Lanie Jordan, and Renie McClay.

From the marketing strategist who helped Steve Jobs launch the original Apple Macintosh comes a groundbreaking guide to positioning any company for industry dominance Andy Cunningham has been at the forefront of tech and innovation since day one, and she's been helping companies create new product categories ever since. Now she reveals the winning framework she uses to transform markets and industries. Get to Aha! shows how to establish the kind of foundation world-class brands are built on. Too many business leaders fail to ask the most basic questions about their company—Who are we? And why do we matter?—before they leap right into branding. Big mistake. A company must first know itself (establish its position) before it can express its identity (execute its branding). There are three types of companies in the world, each with its own DNA: Mothers are customer-oriented, Mechanics are product-oriented, and Missionaries are concept-oriented?and it's absolutely critical for business leaders to know which type their company is to create an authentic and ultimately "sticky" position in the market. A company's DNA is the key to achieving this and with it, a competitive advantage. Why? Because if a Mechanic creates a

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marketing campaign based on its belief that it is a Missionary, the underlying positioning will not ring true and the company won't gain a foothold in the market. But if a company positions itself in alignment with its DNA, it will resonate authentically and establish its role and relevance even in the face of a major competitor. Get to Aha! presents a clear step-by-step framework that will help you determine your company's precise position in the marketing landscape, using Andy's DNA-based methodology. It takes you through the process of performing "genetic testing" on your company, examining the market through the six Cs of positioning, and developing your positioning statement—a rational, factual statement about your company's role and relevance. Then and only then can you create a branding and marketing strategy that will build market momentum and crush the competition. Trust Andy. Steve Jobs did.

Describes a marketing system designed to create successful proposals by emphasizing a company's strengths, neutralizing its weaknesses, and appealing to the needs and emotions of the customer

Want to get an MBA? The Complete MBA For Dummies, 2nd Edition, is the practical, plain-English guide that covers all the basics of a top-notch MBA program, helping you to navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing. This fun, easy-to-access guide is full of useful information, tips, and checklists that will help you lead, manage, or participate in any business at a high level of competence. You'll find out how to use databases to your advantage, recognize and reward your employees, analyze financial statements, and understand the challenges of strategic planning in a global business environment. You'll also learn the basic principals of accounting, get a grip on the concepts behind stocks and bonds, and find out how technology has revolutionized everything from manufacturing to marketing. Discover how to: Know and respond to your customers' needs Handle budgets and forecasts Recruit and retain top people Establish and run employee teams Use Sarbanes-Oxley to your company's advantage Negotiate with the best of them Build long-term relationships with clients Avoid common managerial mistakes Improve cash flow Market your products and services Make the most of your advertising dollar Once you know what an MBA knows, the sky's the limit. Read The Complete MBA For Dummies, 2nd Edition, and watch your career take off!

Nielsen Category Management Positioning Your Organization to Win Positioning to Win Planning and Executing the Superior Proposal

In the 'Journey of Perseverance' Priya Mishra recounts how she tore through all odds to become the leader that she is today. With powerful learning's and messages across every page, the author has infused several personal examples of perseverance that can be used in our daily lives. She strongly paints a picture of culture and how a culturally conditioned individual can achieve the unthinkable with the right kind of support from other members.

Develop a winning business proposal Plan and use a repeatable proposal process Use tools and templates to accelerate your proposals Get the intel on bids and proposals

Congratulations! You have in your hands the collected knowledge and skills of the professional proposal writer – without having to be one! Inside, you'll find out how to unlock what these professionals know and apply it to your own business to improve the way you capture new customers and communicate with existing ones! Inside... Develop a great proposal Focus on the customer Know your competition Plan your approach Use tools and templates Write persuasively Overcome misconceptions Expand your skills Avoid proposal killers

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You know your product is awesome-but does anybody else? Successfully connecting your product with consumers isn't a matter of following trends, comparing yourself to the competition or trying to attract the widest customer base. So what is it? April Dunford, positioning guru and tech exec, is here to enlighten you.

Do Your Customers Make More Money Doing Business With You? Knowing the answer can help you build measurable and valuable customer relationships, outperform the competition, and unlock profitable growth. Companies are blind to opportunities for profitable customer relationships without a deep understanding of how they create customer value relative to competitors. With a rigorous and measurable understanding of how customers make more money today and in the future with you, combined with supporting plans and tools to align the entire organization for success, a company can win and win big. *Winning with Customers* offers a step-by-step playbook to help companies develop this capability for themselves, act on it, build a culture around it and sustain it over time. The playbook includes case studies, interviews, and tools from leading B2B companies who have demonstrated success. Written by recognized business thought leaders and practitioners, this book will guide you to profitable growth. The book also serves as a launch point into a community of like-minded executives that includes a companion website which offers exercises, access to thought leaders, and other tools help you win with customers.

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