

Rain Making Attract New Clients No Matter What Your Field

The real-world guide to selling your services and bringing in business How Clients Buy is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services

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are often under-valued, and become among the first things to go when budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. *How Clients Buy* shows you how to level up and start winning the client list of your dreams.

Nominated for a Small Business Marketing Book award!. You have 30 days to convert a user to a paying customer starting NOW. The clock is ticking. What will you do?

Collecting and analysing the messaging and strategies the leading e-commerce, software and service companies use as they convert trial users to customers in the most important 30 days after sign-up. Each companies strategy is broken down and presented in an easy to use and understand visual guide. 30 days to sell is a must buy if you are looking to automate and improve new customer conversion. This book covers:

Activation campaigns from the worlds leading web companies. Easy reference guide - what message to send and when. Full page examples of each marketing message. Steal ideas from successful entrepreneurs, marketers and growth hackers.

Two new bonus chapters showcasing more activation campaigns.

This book will help you answer questions like: What is the impact of our company or organization? What common ground do we share with our customers? Is our company more concerned about enhancing its own value rather than enhancing the value of the people we serve? How can we actually show people what we can do for them, rather than just rely on our advertising and marketing to tell them? What is standing in the way

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of people responding to us? How is using our product or service better than using a competitor's? What things do we need to be doing right now so we can keep providing the same quality in the future? A great read with discussion questions at the end of each chapter. You can use it for yourself, a team building exercise, or an executive retreat. The book is a great discussion starter for any business!

Shift your real estate business into high gear, this REALTOR training book makes listing and selling property easy. Learn lead generation, marketing strategy and tips, client prospecting, systems, formulas, scripts and more. No more stumbling blindly trying to build a successful real estate business, follow Wade Webb's proven real estate success system and generate a great income while creating the lifestyle of your dreams. Simply follow the field tested tactics in this realty handbook loaded with creative advertising and promotional ideas for the beginner and seasoned professional alike. Executive coaching for full time and part time REALTORS seeking effective tools and professional, business and life coaching backed with a solid business philosophy. Real Estate Business Training to Build a Market Proof Successful Realty Empire. The Lazy REALTOR by Wade Webb is built on universal, proven and tested business principles designed to inspire and educate you into reaching and surpassing your wildest dreams to build a successful real estate business and to enjoy the lifestyle that goes along with it. The Lazy Realtor goes into great detail on all the main components required to start, grow, and maintain a recession proof real estate empire. Learn about getting started,

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the learning curve, budgeting, goal setting, how to become an EXPERT Buyer & seller cycles, listing cycles, pricing psychology Databases & relationship lists, expanding your database Potential clients everywhere, multiplying leads, lead generation, cashing in on leads Glengarry style, sales and power prospecting methods Enter the World Wide Web, power of connecting, new Marketing IT Open House strategies Triggering emotions, features vs. benefits, psychology in sales Staging homes, selling sellers on staging Farming, direct mail, cold calling, warm calling Expired listings, for sale by owner, FSBOs Making listings more salable Managing your time, time blocking, breaking the realtor-phobia, selling yourself Showing luxury homes In buyers shoes, one house at a time, Exclusive Agent anyone?, helping owners with direct sales Winners never quit, quitters never win, discipline can go a long way, 3-Part Formula for Success Pricing strategies, connecting with your sellers, getting inside their head 22 solutions to kick-start your business (and yourself!) Insider's Tips 7 figure income for me? Specifications 6" x 9" (15.24 x 22.86 cm) Black & White on White paper 126 pages Wade Webb Real Estate Coaching Handbook for Seasoned Professionals and "Dummies" Alike Why stumble through your real estate career learning the hard way when you can learn from a master who has "been there, done that" and chiseled through all the trial and error for you? The last thing you want when trying to attain your financial and professional goals as a REALTOR is to waste days, months and even years spinning your wheels not to mention thousands of dollars on mis-spent

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advertising dollars and business expense... and let's not forget the potential lost income of doing it right the first time. Buy Wade Webb's *The Lazy Realtor* and Receive the Following All the rock solid real estate training mentioned above and much more Bonus training materials Bonus videos from Wade and marketing materials Product Guarantee - The ONLY Real Estate Coaching eBook Backed by a Lifetime Satisfaction Guarantee Order Now as You Risk Nothing With Our Guarantee. Buy 2 and Get One for a Friend? Discover how to become an entrepreneur by starting your own small business Do you hate your job? Are you looking for a way to build the lifestyle you want? Do you want to work from home but have no business ideas? Would you like to explore new business opportunities? Becoming an entrepreneur and starting your own business is actually not as difficult as what most people would have you believe. You don't need a MBA or business degree, nor do you need years of experience. Entrepreneurs start small businesses, often highly successful, with a few simple business ideas and not much else. Take Action! and Start your own Business explores why entrepreneurs go out on their own and how they go about it. **** The myths surrounding starting your own business are stripped away. This book will show you: How to start your own business. Where to look for new business ideas. How entrepreneurs take business ideas and turn them into profit. How running a small business can free you from the rat race. How to build your life around your unique purpose in life. Taking Consistent Action is Key to Changing your Life Do you want your own profitable small business that will bring fame

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and success? Do you desire financial independence and personal freedom? Would you love to improve your relationships and make them more fulfilling by being able to spend more quality time with your loved ones?**** Becoming an entrepreneur and starting your own business becomes easy once you know how. You can achieve all of the above, but you must be willing to take action. If you apply the principles taught, you can become an entrepreneur and start a small business faster than what you ever imagined possible. Will this be one of those books that will change your life and start you on your entrepreneurial journey? There's only one way to find out ...Starting a business has never been made this easy!

This is a story of Robert Bagley's biography - his: family, faith, entrepreneurship, corporate sales experience, and then diving into being a full time reseller on Amazon and back to corporate America (due to "Lessons Learned") - putting his Amazon business back to part time. This is not a "how-to" book for how to sell on Amazon and Ebay, just sharing my story and a few best practices I learned along the way. Please don't purchase this book if you want a step-by-step tutorial on how to be a re-seller on Amazon and Ebay. As a young professional, Robert Bagley climbed and overcame many corporate mountains eventually earning a high six-figure income with several Fortune 500 companies. Still, something was missing from his vocational career and he knew that he needed to add a small business to his lifestyle. This would bring a change that not only involved a lot of personal risks, but a good amount of faith as well. And,

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not just faith in himself. And so he embarked on what would prove to be the most incredible game-changing season of his life. You'll be inspired, motivated, challenged, and moved-to-action by Robert's life-story and how selling on Amazon and eBay pulled his career toward a whole new path of becoming an eCommerce entrepreneur.

You are probably interested in this book because you are a creative entrepreneur and want advice on how to market yourself, your business and your product or service. If so, you are in the right place! The book has two goals: The first is to give business owners an overview of their digital marketing possibilities. We will help you decide where you can best spend your marketing efforts. The second is to make sure you walk away with two or three excellent ideas you can put into action the next day. We discuss many different digital marketing tools, from email and social media to online forums and SEO. We'll help you decide which tool has the best possibilities for your business. Every chapter ends with a worksheet where you will be guided through a brainstorming session on how to apply a digital marketing tool to your business. Ready to connect with your customers and grow your business? Good - let's get started!

Customer Relations and Sales from A to Z is a complete and well-organized guide to getting and keeping government customers. This compendium covers all aspects of customer relations and sales in the aerospace, defense and technology sectors, but its principles have broad application in any business environment. Each chapter is devoted to meaningful subjects and supported by detailed references and relevant stories and

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anecdotes. Following each chapter is a collection of famous and often humorous quotes to illustrate specific principles and provide further insights. No matter where you work - in business development, program management or any other customer-supporting activity - Customer Relations and Sales from A to Z will improve relations with your customers and everyone you come in contact with.

In this book you will explore the "3 ways to grow any business." They are: 1) Increase the number of clients you presently have 2) Increase the number of times a client visits your business/website 3) Increase the amount of money your client spends during each visit That's how I came up with the Title: More Clients... More Often... More Money From those "3 ways," I have come up with 70 strategies for you to consider implementing into your business. Each strategy has a definition of what it is, an example of how someone has used it, a few suggestions on how you could implement it into your business and an "ideas" page for you to take notes. I guarantee there is something in here for you to make a bunch of money and grow your business.

Millions of women are launching online businesses. Power Up for Profits is the first book written exclusively for women who want to leverage the power of the Internet to reach a global audience and build a successful business with integrity, heart, and massive success. Kathleen Gage has been actively marketing on the Internet since 1994, building a multiple six figure business and a stellar reputation for honesty, outstanding content, and success. She's taught thousands her internet marketing methods in seminars and trainings. For the first time, Gage's signature tips and techniques are organized into one easy to read book. Filled with step-by-

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step instructions, entertaining stories, and the heart centered business acumen women crave, Power Up for Profits includes state of the art information on blogging and social media website creation and traffic generation joint ventures and affiliate partnerships packaging information in products and services marketing strategy specifically for women entrepreneurs If you relish the thought of how the Internet can help you share your message with the world, create a profitable business, and enjoy the freedom of entrepreneurship, Power Up for Profits is the book for you. "Kathleen Gage clearly understands two things: Power and Profit. While this book allows you to use your passions and creativity to find a wealthy path in business it doesn't allow you to get bogged down in the BS of "how." It's clear. It's step by step. AND it's funny and compassionate. This is a must read for any woman ready to build a business (with lots of profits)." Suzanne Evans - Suzanne Evans Coaching "Follow these simple steps and become the successful, prosperous, and happy business owner you are meant to be!" Janet Bray Attwood - New York Times Bestselling Author - The Passion Test "Simply enlightening...gives you a step-by-step process to create a great big beautiful impact for your clients... and in your bank account, too. Read it!" Dr. Joe Vitale - Bestselling author - Hypnotic Writing "Power Up for Profits! is the perfect blend needed to create a successful online business. Follow Kathleen's advice and watch your profits soar." Peggy McColl - New York Times Bestselling Author - Dynamic Destinies Inc. "For the first time, a book outlines in simple, easy-to-understand, and usable terms, the most powerful yet overlooked combination of true spiritual principles and sound marketing strategies." Eva Gregory - Leading Edge Coaching & Training "Looking for no-fluff marketing training? You found it in this gem of a book! Kathleen's practical steps make it simple to market and grow a business that is a perfect - and profitable - expression of YOU!"

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Kendall SummerHawk - International Association of Women in Coaching

I helped make your advisor's Sales Hype Do you need your advisor to succeed with investments? Do you think your advisor's strategy can beat a market index fund? Do you know how many sales your advisor must make to keep their job? What is your actual total return with all costs included? Why do many Wall Street firm owners use index funds? Most wealthy people can answer these questions. Can you? Today, the information to answer these questions is easily available but only savvy shoppers have used it to succeed. They realize that the retail financial industry is extremely profitable because the sales hype works even better than it used to work. We have learned how to manipulate behavior better. Our margins are 29%. The \$1.3 Trillion per year revenues come from YOU. I used to work for a few firms. I helped create some of the hype that our sales people used to separate you from your money or your potential future earnings. A plain market index fund beat 92-95% of the returns of our "professional" managers so we steer you away from them. However, we still get most investors to pay even for poor results. It is marketing, sales and misleading hype! Why should you give up your advisor? You may be giving up 63% of your total potential value. It is easy to do better on your own. Do you really think an expert at selling knows anything about what will happen to a security or the market in the next hour, week or year? Before I show you how to invest for your success, I think it is time you understood the marketing and sales HYPE. Most retail investors hate losing--more than they love winning. Most think Wall Street is a casino where some win but they forget that only the house wins long term. Isn't it time you learn how Warren Buffett avoids the Sales Hype and invests for success.

All profits from the sale of Shiftability will be donated to charity water.org. Acclaimed business

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leaders Mitch Little and Hendre Coetzee share their decades of expertise in this innovative guidebook focused on helping you succeed in the sales force. The ways we do business and engage with customers are constantly changing in our high-tech, global world. Sales professionals must also change their methods to reach clients. In their book, Mitch and Hendre show how to achieve the mind-set shift you need first in order to have the capacity to change your methodologies. Mitch's expertise comes from leading sales and marketing teams at Microchip Technology, which reached its one-hundredth consecutive quarter of profitability in 2015. Hendre is a transformation specialist and advises business executives and boards on reaching their full potential. Together, these experts identified six core shifts-some surprising-that will empower sales professionals and lead to success. The sales world will continue to undergo dramatic changes. New strategies and methods are essential, but they require the right mind-set. Shiftability lays the necessary mental groundwork sales professionals need in order to implement these changes in methodology and thrive in a new environment. Brent Adamson, author of *The Challenger Sale* and *The Challenger Customer*, reiterates the importance of adaptability in the sales profession in his foreword.

Life is created by a series of events. If you can find some way to pull 20 extra minutes out of your life, you'd better use them wisely. Where will you discover this time, and when you find this time, how will you use it? Just 20 minutes a day will convert into a powerful 121 hours a year. That is a huge piece of time that you can use to gain new capacities and expand. The advantage is seen when we make a day by day decision and submit those 20 minutes to something beneficial. You can awaken 20 minutes before, take 20 minutes from lunch, after work, or just before bed - the decision is totally up to you. Just do it! Remove all excuses and

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distractions. Imagine if you just use 20 minutes a day to create a spark for your business. That small spark can turn into a major flame! How do you create this spark for your business? It's through promotion. Promotion isn't something that ought to be done randomly, just when you think you have sufficient energy to do it. Honestly, as an entrepreneur who's always busy, you're never going to have room schedule-wise. Consequently, you need to make time for what's important. This implies doing something intentional each and every day. Before you think you don't have room schedule-wise to do that, reconsider. Showcasing doesn't need to be hours of your day. Instead, it's something you can do in as little time as 20 minutes a day. Rain Making Attract New Clients No Matter What Your Field Adams Media

Increasing your sales revenue is really simple. It's just a matter of getting your wait staff to say the right things, in the right way, at the right time - every time! This book is the definitive guide to show you how. How would you like your worst performing waiter to sell like one of the best waiters in the world? They can with what you will learn in this book! Are you literally leaving money on the table? Does your wait staff cost you sales by acting as order takers and plate carriers? Would you like to have wait staff who are able to increase your bill size without coming across as robots or sleazy sales people? Running a restaurant is hard work. Selling at the Table makes it much, much easier. As your staff starts to implement the seven simple steps contained within this book, you will see your restaurant, café, hotel or bar's profits grow. Your staff will produce better sales revenue and life will become a whole lot easier for you. Because you have increased revenue, you will be able to recruit and retain great staff who will further increase your profits as they embrace Selling at the Table as the culture in your venue. Rest assured, you'll not be asking your staff to do anything more than they are doing

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already. You'll just be getting them to do it the right way - to say the right things, in the right way, at the right time - every time!

In *Stop Sabotaging Your Life: 3 Steps To Your Full Potential*, acclaimed life coach Bruno LoGreco shares his simple path to achieving healthy mental and emotional independence. How many times have you caught yourself thinking something like this?: I'm not enough—good enough...smart enough...good looking enough...successful enough.... LoGreco says we sabotage our lives by focusing too much on being what others want us to be and do, and not spending enough time listening to our own hearts and minds. Some people try to find self-acceptance and contentment through counseling, but end up trapped on the therapy treadmill. Others try to go it alone, but still end up in a tiresome process of navel-gazing that never leads to personal fulfillment. LoGreco offers a three-step plan to help you reach your own potential: self-awareness (recognize what you have been doing, and why); rebuilding values (learn a different way to do things); and reach your full potential (identify opportunities and set meaningful goals). You will learn to leverage your strengths to stop chasing illusions and work toward achieving your dreams. LoGreco doesn't claim his book will cure everything that ails you. As he says, "There is no secret formula, no magic pill that will make you happy, productive, and successful. You must challenge your beliefs and take back control of your choices. Don't just think outside the box—break out of it altogether." What clients and readers are saying about life coach, mentor, and motivational speaker Bruno LoGreco: "As a divorced mother of three, I've encountered many obstacles, mostly personal ones within myself. I wondered why I kept repeating the same patterns with the men I was dating and why it always ended badly, usually with me being hurt, and questioned what 'I' was doing wrong. Bruno taught me how to love

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myself again, how to respect myself and above all else, BELIEVE in myself.... Bruno saved me from my self-destructive patterns. Without his help, I wouldn't be the confident woman I am today. I am a better mother for that.”— Cristina“The world is filled with very successful executives who for decades focus every waking minute on professional accolades and professional development [only to] realize they haven't take the time out to focus on personal development in terms of a better balance in life, being in touch with their spiritual side and inner self, and even the fun side of life. That would describe me in the past.... I came across Bruno, and I knew he was the man. His personality exudes authenticity and geniality. The man simply knows his stuff, has this uncanny ability to read between the lines, and zero in instantly on underlying triggers. His structured approach steers you to address issues head on; challenges you to challenge yourself; opens your mind; helps you understand behaviors, experiences and patterns; gets you in touch with yourself; fuels a sense of purpose and passion; and escorts you to chart a new course to life. He never judges, but relentlessly encourages and empowers you. He's truly a brilliant, genuine and a humane person with an infectious enthusiasm to make you seize your inborn potential.” —Adrian“If I had to sum up my experience with Bruno in one word, it would be 'awakened.' Bruno helped me see life from a different perspective, which is what I needed, but most importantly, he showed me how to do that myself without being dependent on him.... Bruno got me to step outside of my comfort zone and do things I normally wouldn't have done otherwise, which is undoubtedly the key to growth.” —Blaine

The coffeehouse has become the new center of the universe. "What's Your Coffee Strategy?" walks the reader through understanding and benefiting from this new

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cultural phenomenon introducing powerful concepts such as... - How to Immediately Connect with ANYONE. - Master The Art of the Coffee Conversation. - Win Clients - The Blueprint for Killer Business Conversations - Never Be Nervous - Conversational Confidence & Personal Presence. - How to Attract People & Be Unbelievable Personable - Using Coffeehouse as a Personal Headquarters - The Secrets to Building an Unstoppable Personal Brand - How to Win with The Coffee Strategy. - ... "What's Your Coffee Strategy?" has been called the "How to Win Friends & Influence People" of the modern era. A must read.

Have you ever wondered what life would be like with the freedom to Work From Anywhere you want, whenever you want? Do you desire to work independently and/or wish to be your own boss someday? If so, and you're finally ready to do more than just dream about it, this helpful book will hopefully motivate you to WAKEUP immediately and make it a reality! Most importantly, it offers essential information that you'll need to know in order to properly proceed AND succeed with working from anywhere! In fact, this could actually be considered more of a trusty hand-guide, one that will continue to provide professional advice you can always relook at and rely on. Whether you want to start your own business, work as a freelancer full-time, or simply want to earn additional income, whatever your goal is, there is a better chance of reaching it with this beneficial book. The first several chapters will inspire and allow you to focus and fertilize your thought process. The later chapters feature in-depth explanations of some potential

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jobs you can work from anywhere. But, when you begin to think outside of the box, the list of opportunities can be almost endless! After completing the reading of all 160 empowering pages, you can go forward on your quest with confidence while applying everything you've learned so far! Order *Work From Anywhere NOW* - and literally change the way you view your work! *Please realize that this is not intended to be a standalone guide, as the very subject matter inside really IS a work in progress. Not only is working from anywhere a relatively new prospect, but we typically utilize technology to do it. Since innovations are inevitable, we must progress with them and stay up-to-date. Furthermore, it is recommended that you also read *The Four Agreements* and/or similar introductory works for additional information and inspiration! Featured on Forbes as a "marketing book you have to read before your competition!" As seen on Forbes, Entrepreneur Magazine, Inc. Magazine, Search Engine Land, Marketing Land and more. Take control now! Learn how to become an influencer from veteran UCSD teacher, online marketing consultant and CEO, John Lincoln. This book as exact, step-by-step strategies to reaching influence status. Get it now! It is all for a good cause. 100% of proceeds from the first 1,000 books sold will be donated to families where a member is struggling with cancer. Help us reach our goal. [Digital Infleuncer Book Description](#) | by John Lincoln, MBA, CEO, Entrepreneur, UCSD Teacher Who will you be in life? Will you be a follower? Or will you be an influencer? Definition Digital Influencer: An online persona with the power to stimulate the mindset

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and affect the decisions of others through real or perceived authority, knowledge, position, distribution or relationships. This book does not hold anything back. But neither can you if you want to be an influencer. You have to fully dedicate yourself, otherwise it is impossible. Too often, people believe that influencers are born, not made, and that we can't learn how to do what they do. Wrong! You can become an influencer and do so much more quickly if you are focused and know the right steps to take. This practical guide to becoming an influencer in your industry will explain what influence is and how it works. It will show you how to grow your following, build credibility and develop your identity as an authority in your field. It will provide direction in how to educate yourself, create compelling content, harness the power of social media and engage with your community. It will teach you how to build an online persona that is so powerful, a simple social media update or blog post will be able to affect change in your industry. This process works. I have done this for myself and hundreds of clients. This book is your shortcut to reaching influencer status fast. Instead of wasting decades or even your entire life trying to figure out what you need to do, I'm just going to tell you how it works. I'll also help you develop a personal plan. I am going to start off by giving you some important background information and concepts that are critical to know if you want to become an influencer. As we progress, I will give you more specifics regarding tools, strategies and even a timeline. This book is the complete guide to become a leader and influencer in your industry. Buy it now, it will

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be one of the best investments you have ever made in your career and life. Short Bio - John Lincoln John Lincoln is CEO of Ignite Visibility and a digital marketing teacher at the University of California San Diego. Lincoln has worked with over 400 online businesses and has generated millions in revenue for clients. He is a noted author on Search Engine Land, Marketing Land, Search Engine Journal and Entrepreneur Magazine and has been featured on Forbes, CIO Magazine, Good Morning San Diego, the Union Tribune and more. Lincoln has been awarded top conversion rate expert of the year, top SEO of the year, best social media campaign of the year and top analytics column of the year. In 2014 and 2015, Ignite Visibility was named #1 SEO company in California and top 2 in the nation.

Professionals who work with clients or large accounts can create lifetime relationships based on these well-researched secrets. Based drawing from extensive interviews with client executives, Making Rain offers a series of provocative insights on how to shed the expert-for-hire label and develop long-term advisory relationships. Exploding the popular myth of the "Rainmaker," a dated and dysfunctional figure that clients no longer welcome, Andrew Sobel argues that any professional can learn to "make rain" on an ongoing basis with existing clients by developing a special set of skills, attitudes, and strategies. These innovative tips and techniques from a recognized leader in the field of professional services will enable any consultant, salesperson, or service professional to create enduring client loyalty.

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Business growth requires more than a business plan and a dream. You must utilize many tools and techniques to take your company to the next level. LEAP! 101 Ways to Grow Your Business is loaded with practical strategies that you can leverage based on your business-growth goals and the distinct needs of your company. LEAP! is divided into four sections: Leverage, Execute, Accelerate, Prosper; you will learn how to: — Develop a business growth action plan. — Automate your business. — Locate business capital. — Identify powerful marketing strategies. — Harness the power of the Internet. — Attract the media and gain valuable exposure. — Boost profits by innovating. — Protect your time so you can enjoy your life. —Also included are inspiring interviews with successful business owners who have made the LEAP to real business growth, along with advice from dozens of industry experts. Whether you implement just a few strategies from this comprehensive guide or all of them, the results are sure to be extraordinary. Are you ready to LEAP?

What's Your Green Goldfish is based on the simple premise that employees are the key drivers of customer experience and that "Happy Employees Create Happy Customers." The book focuses on 15 different ways to drive employee engagement and reinforce a strong corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g.i.u.e. (marketing by giving little

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unexpected extras). The book is based on the findings of the Green Goldfish Project, an effort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples.

PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren't always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and Engage "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step though achieving this critical goal." - Ted Rubin, author of Return on Relationship "Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." - Chris Zane, Founder and President of Zane's Cycles, author of Reinventing the Wheel, the Science of Creating Lifetime Customers "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do well by your employees - so they take care of your customers. Packed with stories, insights and

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R.U.L.E.S. any company can follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and making more GREEN - Phil Gerbyshak, author of The Naked Truth of Social Media "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make more suggestions for improvement, recruit others to join their company, and go out of their way to help customers. They even take less sick time. Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of The Six Laws of Customer Experience "Too often, the actual employment experience delivered on the job does not measure up to the version sold to job candidates during the interview process. In What's Your Green Goldfish, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary (AMACOM, June 2013) "In What's Your Green Goldfish, Stan Phelps brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp. Publishers Weekly says "Ramnarayan provides a detailed, contemporary primer that

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illuminates the promise and peril of the brave new world of social media. Ramnarayan herself acknowledges that social media is no panacea-her crisp presentation, with chapter summaries to highlight the main pointers, confirms that companies that choose not to listen to customers stand to lose ground to competitors who do." WHAT OTHERS ARE SAYING ABOUT THE BOOK "Sujata Ramnarayan's excellent book does several things that I have not seen in other treatments of this subject. She takes a reasoned perspective on a topic that is often full of hyperbole. The book is filled with advice for the marketer that is both practical and strategic. It helps the marketer to leverage social media where it can best impact business performance. I highly recommend the book." - Gordon Wyner, Editor-In-Chief, Marketing Management "This practical guide to social media marketing cuts through the noise with clear advice on how to turn strategy into practice. With the help of effective charts and analysis, the reader can gain real insight into social media's influence in corporate marketing. By showing how building quality content in social media is no longer an option for corporations, this is also a lesson in building a brand by listening to your customers. " -Rajesh Subramaniam, SVP, Global Marketing and Customer Experience, FedEx Services "Owned social media presence is critical to generating earned media, which is where the growing value and rewards come in for social media marketing. This important book will help you to understand these concepts and reality to better evaluate, plan, and execute your social media marketing efforts." - Devin Redmond,

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CEO and Co-Founder, SocialiQ Networks "Are you overwhelmed by the changing digital landscape? If so, Sujata's book is a must read with actionable insights, tips on digital sharing, and more." -Porter Gale, Former VP of Marketing at Virgin America and author of "Your Network is Your Net Worth" ABOUT THE BOOK Like most marketers, you are drowning in social media noise and chaos. Businesses have simply jumped in without tying social media outcomes to any business objectives. The purpose of this book is to help you: - See how social media fits into your overall marketing strategy - Understand how best to develop social media with allocation among different tools - Figure out the extent to which social media is relevant to your business or department, and how best to implement it given an increasingly digital world of sharing and an empowered customer voice Whether you are a senior manager experienced in social media marketing or a novice, this book will help clarify how social media fits into your overall marketing strategy, how much you should be allocating given the return on investment, and at what time frame you should be looking, depending on the specific metrics adopted. This book will help you focus more and understand all the different elements to which you need to be paying attention. If you are a novice, the glossary and additional resources sections at the end of the book should be helpful.

ATTENTION: Want to start your own high ticket business? "How To Create, Package And Sell Your Own High Ticket Course And Attract High Paying Clients" In This Course, You'll Find Out How To Make a Killing Selling \$997, \$1997, \$4997, Even

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\$20,000 High Ticket Products and Programs Are you tired of making measly \$7, \$10 and \$20 sales? You drive so much traffic only to make such a small amount. Your competitors are fierce and everyone's under cutting one another. How would you like to make \$997 to \$20,000 sales from each customer? Think about it... If you make just 5 sales of \$4,997 a month, that's \$24,985! Let's be a bit more conservative -- at \$497 a pop with only 5 customers, that's \$2,485. That's the power of selling high ticket products! "If Selling High Ticket is So Good, Why Aren't More People Doing it?" A lot of people still shy away from selling high ticket items. Why is this? It comes down to a lot of things but one of the first issues is that they lack confidence. If you aren't confident in your own ability to provide great value and if you don't believe that anything you can create will be worth \$2,000, then you might simply avoid trying to make anything for that value. People also tend to do this when selling services. Rather than go after the top clients and offer \$2,000 for a web design, they aim for the lower end clients and charge \$200. They make much more work for themselves and basically that's because they undervalue themselves and they undervalue their time. Another reason that people don't sell high ticket items is that they don't know anything about it. They don't realize that it's an option and once they do consider it, they don't really know how to go about it. There is a ton of information out there on how to set up your own ecommerce store, how to sell affiliate products and how to create ebooks to sell at \$10 a pop. But there's much less information on selling high ticket items. So how can you get started with your

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own high ticket business? I've written a guide on this exact subject so you can finally reap the benefits. Allow me to introduce you to... **HIGH TICKET SALES AUTHORITY** How To Create, Package And Sell Your Own High Ticket Course And Attract High Paying Clients What you'll discover in this eBook: How to create a high ticket product that you're really proud of and that you're willing to sell for a lot of money How to reach the right audience and build trust and authority with them Ideas for the types of high ticket items you can create The pros and cons of different types of product How to build a sales funnel to create trust and make that sale How to create a relationship with your buyers Examples of some of the best high ticket products and how they sell How to create a coaching product How to choose a price Which tools to use to build your high ticket business ...and much, much more! You'll learn everything that you could possibly need to know about how to create a high ticket product and help it to sell like wildfire. **Get Instant Access Right Now!**

Did you know that by adding a few simple steps to your selling process you could achieve sales you only dreamt of in the past? GoodbyeSellingProblems.com provides a 12 step system that you, as a business owner, or you, as a sales manager, can implement in less than a day and dramatically increase your results. Your sales efforts become much more productive and less stressful. It provides a framework for small businesses to structure their sales process. It strips away all the "fluff" and confusion that you encounter with most expensive sales training courses. The simple 12 step system provides a "nuts and bolts" approach to selling. It allows you to enter every sales situation with a purpose for closing the sale and gets you away from

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the deadly "sales visit" dilemma that most business owners and sales professionals fall into. In a just a few hours, you can literally gather the information that system introduces you to and make the most powerful sales presentation your company has ever encountered. When this system becomes part of your selling culture, it will provide you with improved sales, greater margins, and eliminate the competition. Author, Buzz Glover, after quietly reviewing and critiquing the sales people that called on him in his own businesses for over 15 years, became disillusioned with the fact that the great majority of salespeople were ill-prepared to sell their products or services. He knew that if he could introduce them to a system that he had developed and refined as a salesperson (and later as a sales manager), they could easily become much more effective at closing more sales faster! The system became a reality when he wrote this book as a companion to his system's website, www.goodbyesellingproblems.com. Through this sales system he is confident that he can change the way small businesses sell and make fundamental cultural changes in their approach to marketing their products and services.

In this second volume of the Social Media for Direct Selling series, you will learn to become a recruiting magnet, leverage LinkedIn as a leader, develop relationships with those who say Yes to your opportunity, use technology to train and support your team, develop online training programs, and more.

There are many different methods to make money online, but one that you should really consider is Amazon Amazon is a huge marketplace and the most visited online stores where millions of people go to shop for their items. Millions of buyers trust Amazon, which helps you make more money online. This book will teach you the different ways to make money online

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with Amazon. You should be able to start making money online with Amazon in no time, following the advice provided in this book. TABLE OF CONTENTS - INTRODUCTION - CHAPTER 1 ABOUT AMAZON - CHAPTER 2 TOP WAYS TO MAKE MONEY ON AMAZON - CHAPTER 3 TURN AMAZON INTO YOUR PERSONAL GOLDMINE - CHAPTER 4 BECOME AN AMAZON AFFILIATE - CHAPTER 5 SELL AMAZON PRODUCTS - CHAPTER 6 MAKE MONEY WITH AMAZON MECHANICAL TURK - CONCLUSION

New Book Reveals A Simple Email Marketing System That Can Help You Make A Ton Of Sales From Your Email List If you have an email list and would like to start making more sales with your email marketing, then this book is for you. It used to be really easy to make money from email marketing because people used to love getting an email. They looked forward to all the cool messages in their inbox. And business owners could get away with being lazy and just blast out offers to their entire list... and get pretty good results. The thing is, the game has changed. Consumer behavior has evolved. In order to cut through the clutter and be that one brand people love buying from and develop a relationship with, you have to change your strategy. The best way to do that is with the strategies you'll find in this book. This book is a quick read - you'll probably finish it in one sitting. But it'll show you a new way to think about your email list, which can help you make a lot more sales and grow your business. If you'd like to learn more about Chris Orzechowski, join his email list at www.theemailcopywriter.com And if you'd like to hire Chris and his team to help you with your email marketing, go to www.orzymedia.com and fill out an application today. There's a big chance you're leaving a lot of money on the table with your current, ineffective email marketing strategy. So if you'd like to fix that problem, then buy this book today.

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Sell and Market Like a Pro! In this new edition of his classic book, Rain Making, Ford Harding reveals step by step how--even if you've never sold a product in your life--you can become a top performer in your organization. Filled with easy-to-use strategies, checklists, tables, and guides, this book shows you how to: Write articles for professional publications Make cold calls like a sales pro Network to build a lasting customer base Develop a winning sales strategy With this book at your fingertips, you'll get the marketing and sales skills you need to survive--and flourish--one sale at a time!

NATIONAL BESTSELLER What if you could get in front of millions of prospects with the avid endorsement of famous influencers--without spending a dime? It's happening right in front of you every day. Guest experts on TV, radio, podcasts, blogs, and live streaming are getting local and national exposure for their business and brand that they could never have afforded to reach with ads. For a decade, Areva Martin has used the media to build a huge platform that expanded the influence and power of her brand exponentially. Media appearances on Dr. Phil, Anderson Cooper 360, The Doctors, CNN, MSNBC, FOX, and more have virtually eliminated the need of a marketing budget for her thriving law firm and non-profit organization, while securing her place as one of America's most sought after thought leaders. In **Make It Rain!** Areva breaks the silence to reveal what insiders know about the power of media appearances to revolutionize a business and brand and get your core message out to the people who need it most. You'll learn how to: Match your brand to the right audience and media venues Craft pitches producers can't resist Jump on breaking news shows Pivot and speak in soundbites like the pros Amplify every interview with social media Turn appearances into platform and become a rainmaker Never before have there been more ways to build a presence that

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matters. Whether you are the executive of a corporation, the author of an upcoming book, the owner of a rapidly growing small business, or the public face of a local nonprofit or association, if you have a business to build or people you want to help, nothing beats using the media to create the visibility, influence, and power you need. Are you ready to Make It Rain!?

Rainmakers are the people who bring money into their organisations and this book is packed with hints and tips to pursue prospective customers and keep them.

An innovative approach to winning more profitable sales in the growing professional services industry In recent years, professional services providers have had to rethink their sales methods and adapt to profound changes in the way clients buy services. In response, *Winning the Professional Services Sale* argues for fundamental changes in the seller's mindset and sales strategies. Rather than pressing the sale, salespeople must help clients buy--the way that works best for each client. This new approach gives buyers what they now want in a services seller: a consultative problem solver, change agent, and solution integrator, all rolled into one. Author Michael McLaughlin presents a strategy for winning new business with a holistic approach to each client relationship. Only by fully understanding a sale from every angle, including its impact on the client's business and career, can salespeople thrive in the new era of the service economy.

What do winners of major sales do differently than the sellers who almost won, but ultimately came in second place? Mike Schultz and John Doerr, bestselling authors and world-renowned sales experts, set out to find the answer.

They studied more than 700 business-to-business purchases made by buyers who

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represented a total of \$3.1 billion in annual purchasing power. When they compared the winners to the second-place finishers, they found surprising results. Not only do sales winners sell differently, they sell radically differently, than the second-place finishers. In recent years, buyers have increasingly seen products and services as replaceable. You might think this would mean that the sale goes to the lowest bidder. Not true! A new breed of seller—the insight seller—is winning the sale with strong prices and margins even in the face of increasing competition and commoditization. In *Insight Selling*, Schultz and Doerr share the surprising results of their research on what sales winners do differently, and outline exactly what you need to do to transform yourself and your team into insight sellers. They introduce a simple three-level model based on what buyers say tip the scales in favor of the winners: Level 1 "Connect." Winners connect the dots between customer needs and company solutions, while also connecting with buyers as people. Level 2 "Convince." Winners convince buyers that they can achieve maximum return, that the risks are acceptable, and that the seller is the best choice among all options. Level 3 "Collaborate." Winners collaborate with buyers by bringing new ideas to the table, delivering new ideas and insights, and working with buyers as a team. They also found that much of the popular and current advice given to sellers can damage sales results. *Insight*

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Selling is both a strategic and tactical guide that will separate the good advice from the bad, and teach you how to put the three levels of selling to work to inspire buyers, influence their agendas, and maximize value. If you want to find yourself and your team in the winner's circle more often, this book is a must-read.

Conversations make or break everything in sales. Every conversation you have is an opportunity to find new prospects, win new customers, and increase sales.

Rainmaking Conversations provides a proven system for leading masterful conversations that fill the pipeline, secure new deals, and maximize the potential of your account. Rainmaking Conversations offers a research-based, field-tested, and practical selling approach that will help you master the art of the sales conversation. This proven system revolves around the acronym RAIN, which stands for Rapport, Aspirations and Afflictions, Impact, and New Reality. You'll learn how to ask your prospects and clients the right questions, and help them set the agenda for success. Armed with the knowledge of the markets you serve, the common needs of prospects, and how your products and services can help, you can become a trusted advisor to your clients during and after the sale. With the RAIN system, you'll be able to:

- Build rapport and trust from the first contact
- Create conversations with prospects, referral sources, and clients using the telephone, email, and mail
- Uncover the real need behind client challenges
- Make

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the case for improved business impact and return on investment (ROI) for your prospects Understand and communicate your value proposition Apply the 16 principles of influence in sales Overcome and prevent all types of objections, including money Craft profitable solutions and close the deal The world-class RAIN SellingSM methodology has helped tens of thousands of people lead powerful sales conversations and achieve breakthrough sales performance. Start bridging the gap between "hello" and profitable relationships today.

If you want to: * Know how to have more profitable customer conversations * Know how to deepen trust and build more effective customer relationships * Know how to create predictable and explosive sales from your existing customers * Know how to deepen your influence with multiple key stakeholders * Increase your sales by more than 30% with no additional sales hours needed This book is for you. This book is your customer success guide. Based on the study of more than 200 customers and 150 successful key account managers, sales directors and customer success managers from 12 industries. You can be confident that this book will be practical and real world in its examples. You can take away key insights whatever industry you're in to improve the profitability and growth of your customer sales in 90 days. This is also the only key account management book to give away more than 10 free resources to support your customer success. Start

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your journey to transforming your customer relationships today.

Every manager of a professional firm realizes that generating leads and landing new clients are critical components of any successful business venture. But transforming accountants, architects, attorneys, consultants, engineers, and other professionals into client-generators is not always easy to do. Divided into two comprehensive parts-The Rainmaker Model and The Elements of Rainmaking-Creating Rainmakers outlines all the steps you should take to turn your professional staff into a powerful team of sales winners. Filled with in-depth insight and practical advice, this book will show you how to: * Generate leads * Build a strong network of contacts * Master a variety of sales techniques * Develop capable successors to current rainmakers * And much more Based on more than 100 interviews with the principals of professional firms, including many of today's preeminent rainmakers, this valuable guide has the information you need to help your company succeed.

Smart Social Media is the definitive hands-on guide on how to claim your share of the current social media marketing boom and how to build a lucrative business part-time by providing social media marketing services to businesses and entrepreneurs both locally and worldwide. This guide collects valuable lessons from current Social Media Managers and highlights key marketing strategies

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related to Facebook, video marketing, and YouTube. In Smart Social Media, you will discover: Why there is such a high demand for Social Media Managers and so many opportunities for the services they offer How you can start TODAY, even if you have no prior experience Expert advice on how to close a sale with your clients, charge top dollar, and increase your fees Expert advice on how to avoid common pitfalls when starting out as a Social Media Manager Why being a Social Media Manager can provide for a great lifestyle How to deliver effective and powerful Facebook, video marketing, and YouTube campaigns to grow your clients' businesses How to grow your own business through outsourcing and delegation Other online marketing services you can offer to your clients And much, much more... This is a step-by-step guide that shares strategies and techniques you can implement immediately to build a successful social media marketing business for small businesses while living anywhere you want and servicing clients all around the world.

In this insightful, action-oriented book that goes way beyond the usual "business development tips for lawyers," Michelle Cotter Richards, a former Biglaw litigator and in-house counsel, draws on her years of experience coaching Biglaw attorneys to teach readers an entirely new approach to Biglaw business development. Originate contains powerful strategies to help Biglaw attorneys

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develop business right away, even in the face of the ever-changing market for Biglaw legal services. Originate analyzes the systemic evolution of Biglaw and its future direction, leading to the inescapable conclusion that an entirely new understanding of Biglaw business development is in order. Integrating concepts from experts such as Daniel Pink, Dr. Larry Richard and Susan Swaim Daicoff, lawyers who implement the practical, research-driven concepts in Originate will be poised for success no matter what the future holds for Biglaw. A must read for Biglaw rainmakers and future rainmakers everywhere.

The audience for this book is that group whose job is "selling," and who desire to hone the skills associated with their profession and advance from "salesperson" to "sales professional" and to continue their professional development until having achieved the penultimate role in sales: that of "Trusted Advisor" to his or her customer or client. The author recognizes that the complexity associated with selling to "Major Accounts" requires a unique skill set, methodology and sales framework, and a degree of professionalism to deal with such accounts, which are characterized by having multiple decision makers, a longer sales cycle - ranging from six months to two years or more, and a higher dollar volume as represented by both "deal size" and annual sales volume. As comfortable on "Mahogany Row" dealing with C-Level executives as with dealing at the Project

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Manager level, it is the unique combination of skills, poise, bearing, professionalism and commitment to continued professional development that characterizes the successful Sales Professional in this role.

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