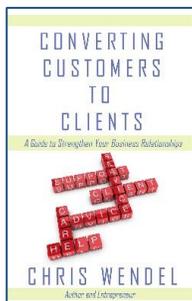


CONVERTING CUSTOMERS TO CLIENTS



This book will help you and/or your staff initiate, build, and maintain business relationships. These relationships are on what repeat and long-term business are based. Don't have customers, have clients, who rely on you as their partner in your field of expertise.

Available in Paperback and eBook at [Amazon.com](https://www.amazon.com)

This excerpt is taken from the book's Introduction.

Introduction

Your relationship with a client is as important as having a service to provide a client. Without one, you'll never survive the stormy waters of the small and medium business environment. I owned an IT consulting company in Florida for almost a decade. During that time, I was lucky enough to build relationships with the majority of my clients. I never claimed to be the best IT technician in my geographic region, but I think I was the best at building relationships.

I have listened to dozens of clients negatively describe their past experiences with other IT technicians, and each experience confounded me. I never have, and still don't, understand how independent IT consultants expect to stay in business and keep clients without providing premier service *and* building relationships. The two go hand-in-hand. One without the other doesn't work, yet so many businesses consistently either don't relate well with their clients or they provide terrible customer service. Worse, they don't do either well. I realized, by listening to those described experiences, how I could set myself apart from my competition. I continued to learn my trade and develop what I believed to be the best practices for building relationships with my clients. And, it worked! I have many relationships that are ongoing even though I have sold that business, which is something I am very proud to say.

If you're a professional service provider (IT consultant, CPA, attorney, marketing or branding expert, etc.), then your whole business is based on relationships. To that end, this book is dedicated to helping you initiate, build, and maintain a relationship with your clients.

Yes, you have to be good at what you do, but you must be great at interacting, engaging, nurturing, and connecting with people. The ability to do so makes you either a tremendously valuable asset to your firm and/or a powerful threat to your business's competition.

Many professional service providers have notorious reputations/stereotypes for not being able to connect with people, not being able to communicate well with people, and not being able to ease people's concerns about their respective troubles. So, for the few who have the natural ability to connect with people and build relationships, congratulations. For the rest of you, this book will help.

The sections of this book include these topics:

- Part One: Core Principles
- Part Two: Appearance
- Part Three: Work
- Part Four: Phone
- Part Five: interpersonal Skills
- Part Six: Thank You

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