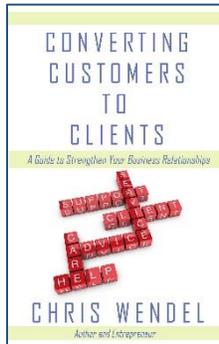


CONVERTING CUSTOMERS TO CLIENTS



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 book's Introduction.

What Makes a Relationship?

It's generally accepted that relationships are founded in the following characteristics:

- Honesty
- Communication
- Care
- Respect
- Trust
- Commitment

Honest Communication leads to Caring and Respectful Trust, which then culminates in Commitment of service quality (on your part) and of continued service contracting (on your client's part). Therefore, every act of service quality must be founded in honesty, open communication, care, respect, trust, and commitment. Every interaction—every phone call, email, text, face-to-face occurrence (be it social or professional), invoice, report, social media post, every piece of marketing material, and even every word-of-mouth comment people make about you when you're not even present—needs to contain these six elements of relationships.

It may seem daunting, and I don't like using *absolute* words, like "every" or "always" or "never" or "none." I hesitate to use them because no one can do any one thing "always" or "never" (*Oops, I did it!*). How can you foster this type of consistency?

By changing.

Read the Core Principles in this book. I believe if you change how you view your job, yourself, and

your clients, then you will change your understanding of how each is connected to the other; then the subsequent principles, philosophies, and ideas in the book should be easy to implement. Plus, you don't have to implement every idea in the book and certainly not all at once. The more you can implement, the better your relationships will mature. Find and focus on the ones that work best for your personality. Start by implementing ten. Use them in the field with your clients and monitor the progress. Then implement ten more. Keep that progression until you have all these philosophies as part of your professional personality.

Good luck!

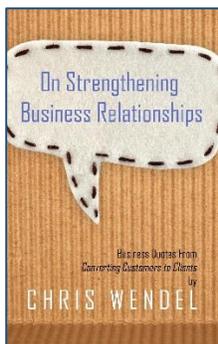
The sections of this book include these topics:

- 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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for more information about the author, books, blogs, photos, podcasts, etc.



Don't forget to pick up the accompanying book of quotes

ON STRENGTHENING BUSINESS RELATIONSHIPS

This is a book of over 150 stand-alone business quotes taken from *Converting Customers to Clients*.

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