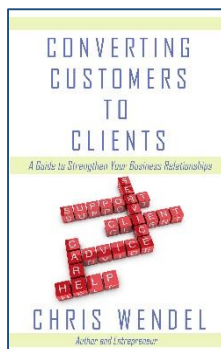


CONVERTING CUSTOMERS TO CLIENTS



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.

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This excerpt is taken from the one section's introduction.

Part One: Core Principles

This section of Core Principles details the philosophies which allow the remainder of the book to work. Without fully integrating these ideas into your thoughts, lexicon, belief system, heart, and soul, you won't authentically adopt the methods illustrated herein. The only way to build or strengthen business relationships is through authentic, honest interactions. These Core Principles are meant to change your perspective on interacting with clients. They are the foundation of initiating your relationships, as well as maintaining them for a long time to come.

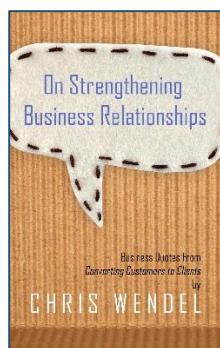
The sections of this book include these topics:

- 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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