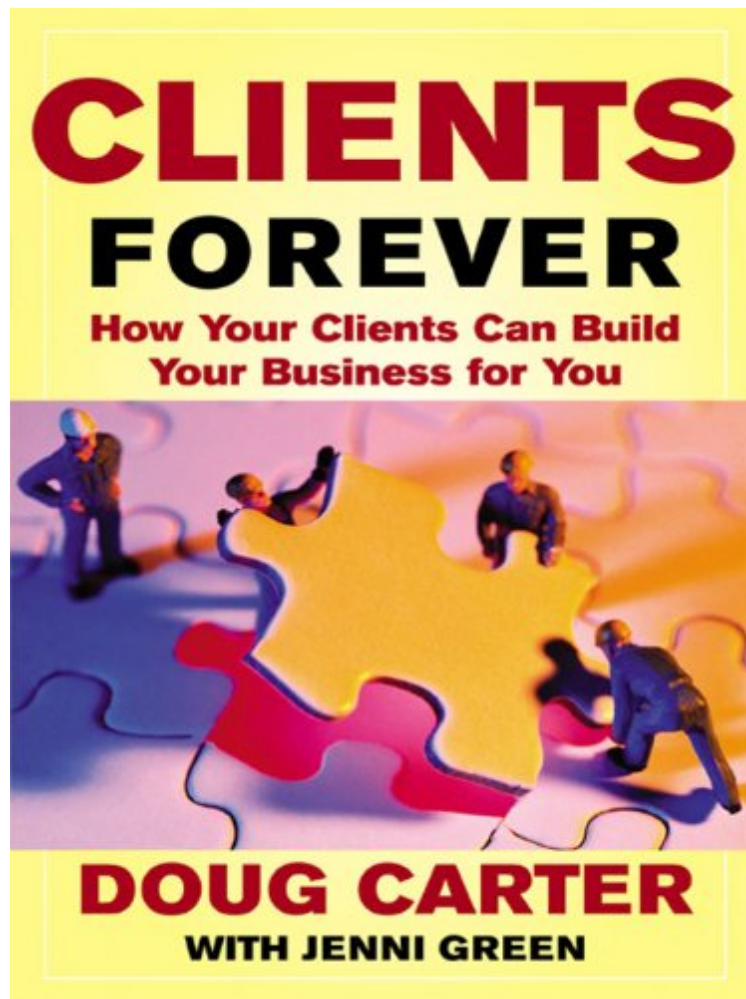


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Clients Forever: How Your Clients Can Build Your Business for You: How Your Clients Can Build Your Business for You

Doug Carter

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person who likes a challenge, don't bother. If you're not, well, by all means...Because Doug Carter's book will likely change your mind about many things...how you sell, who your clients are, what you spend your energy on, how to enjoy your days, what's important in life...And it does so without being one of those whacko woo-woo New Age blathery dissertations on life and loveliness. On the contrary, it offers a very simple challenge: to arrive at excellence in your clients' experience by focusing on who you are rather than on what you do. And it's not lecture-y at all...In fact, Clients Forever deserves 10 stars for managing to be an engaging experience focused on the reader. That's a feat for any writer, but in this case the technique demonstrates the central tenet of the book, namely: Who are you that your clients' experience of you is all about them? Above, I used the phrase "simple challenge" deliberately. The message of Clients Forever is not at all complicated to "get": it's very straightforward, if you're willing. But this book is not for the faint of heart. It takes courage to make happen what Doug Carter suggests...Odds are, though, it'll be well worth it...And, in the process, you may find, as I have, that you are alternately invigorated, scared, titillated, amused, and thrilled...And, heck, you might be able to lighten up your bookcases and get a head-start on next year's taxes...1 of 1 people found the following review helpful. A Simple Challenge By A Customer I purchased Clients Forever along with a book targeted at financial advisors. I'm sending the other book back. Why? It's irrelevant, as is my entire shelf of "How to Lure Customers into Doing What You Want Them to Do" books. The latter are now in public hands, donated to the local library in return for a meager tax deduction...What? Which library? Where can I get my hands on one of those? Do you have any more you want to get rid of? Nyet! Don't bother. At least, if you're a forward-thinking person who likes a challenge, don't bother. If you're not, well, by all means...Because Doug Carter's book will likely change your mind about many things...how you sell, who your clients are, what you spend your energy on, how to enjoy your days, what's important in life...And it does so without being one of those whacko woo-woo New Age blathery dissertations on life and loveliness. On the contrary, it offers a very simple challenge: to arrive at excellence in your clients' experience by focusing on who you are rather than on what you do. And it's not lecture-y at all...In fact, Clients Forever deserves 10 stars for managing to be an engaging experience focused on the reader. That's a feat for any writer, but in this case the technique demonstrates the central tenet of the book, namely: Who are you that your clients' experience of you is all about them? Above, I used the phrase "simple challenge" deliberately. The message of Clients Forever is not at all complicated to "get": it's very straightforward, if you're willing. But this book is not for the faint of heart. It takes courage to make happen what Doug Carter suggests...Odds are, though, it'll be well worth it...And, in the process, you may find, as I have, that you are alternately invigorated, scared, titillated, amused, and thrilled...And, heck, you might be able to lighten up your bookcases and get a head-start on next year's taxes...3 of 3 people found the following review helpful. Warning: THIS BOOK COULD CHANGE YOUR LIFE! By Sharon M. Palmer This book is not about sales training. Forget everything you have been taught about sales, closing funnels, and how to acquire clients. The message and the exercises in "Clients Forever" will transform you, your business and how you attract the type of clients that you want to work with. Permanent change is the natural outcome of the exercises and insights into who you are and how you show up in the world, when they are applied to yourself and to the relationships with your clients. Most importantly, your clients will have the opportunity to work with someone who is truly client centered and principled. I was very impressed by the section on intuition, in chapter 11. Coming from a background in mathematics, I am too familiar with how logic and reasoning can destroy flashes and moments of insight. Doug Carter gives tremendous credibility to intuitive awareness. He teaches us that our own intuition is the most powerful tool that we own for evaluating how our clients feel in their relationships with us. This is very powerful stuff. I sincerely hope that someday he will dedicate an entire book to this topic and relate it to how we are "being" with our clients, ourselves, and everyone we know.

How to Discover and Unlock the Power of the Extraordinary Client! What if you could increase your income by decreasing your sales calls? It happens whenever you stop wasting your time on marginal clients and focus all your efforts on your top contacts. This unleashes the repeat business and referrals that help you maximize your income, use your time more effectively, and concentrate on what's most important in your life. In Clients Forever, nationally recognized speaker and sales trainer Doug Carter shows you how to build your business through solid, long-term relationships with your favorite kind of clients. Packed with dozens of examples from Carter's own sales experience, plus case studies and personal development activities, this powerful career enhancement guide gives you the know-how and confidence to: Focus your efforts on the people you most enjoy working with Generate better results with less effort Build relationships with clients as valuable people, not just as potential sales Develop a new approach that accentuates your personal strengths Trust your buyers to control their own informed decisions Shift your role from expert consultant to process facilitator