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Better Business Development Now: A Bare Bones Guide To Get More Clients!



Synopsis

Finally, a book that simplifies the process of selling for attorneys, accountants and other professionals who want to do more business with their clients and prospective clients. It's not that you're struggling to get the word out about your services. After all, there are a ton of books out there revealing the latest secrets on understanding analytics, SEO, social media and so much more. What about getting the commitment from the client? In other words, what about the 'human factor' in business development? Has that changed with technology? Cameron M. Clark answers these questions and more in 'Better Business Development Now: A Bare Bones Guide to Get More Clients!' Written with a back-to-basics approach in mind, Clark will show you the basic techniques and concepts he used to create highly successful and profitable relationships during his many years in business development. This is not another book on how to market with social media or how to hide behind a keyboard. Nor is this a book written by a professor or consultant with little practical experience. This is a book written by a true business development professional with many highly profitable years in professional services as an employee and also a business owner. Whether you are a seasoned professional looking to get back to square one or a new graduate looking for a primer on business development, this book will show and teach you the basic, practical strategies you need to meet clients face-to-face and get more commitments that result in greater profits for your professional services firm. In these pages, you will learn of the 8 essential traits for being successful at business development, how to deal with rejection, that it is not really about 'closing the deal,' the do's and don't's of sales and marketing and so much more! Loaded with great ideas and tips you won't find anywhere else on the market, 'Better Business Development Now' is a must have for the library of every attorney, accountant, HR/Payroll specialist and business development manager in business-to-business sales.

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