

Bag the elephant! - how to win & keep big customers

Workman Publishing - Bag the Elephant : How to Win and Keep Big Customers by Steve Kaplan (2005, Hardcover) for sale online



Description: -

- Target marketing

Success in business

Consumer satisfaction Bag the elephant! - how to win & keep big customers

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Notes: Includes index.

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And how to avoid the five killer mistakes, from mismanaging client expectations to losing sight of the numbers. These individuals find a unique niche that propels their business into instant success. The summary is logically divided into the above key points, ending with the five mistakes which should be avoided all costs — from biting off more than you can chew, to keeping all your eggs in one basket.

Bag the Elephant!: How to Win and Keep... book by Steve Kaplan

Anyone who wants to further their career can start by reading this book. He advises learning to live with established obstacles and work around them -- by mail, telephone calls, visits, etc. Ada beberapa cases menyangkut pengalaman nyata si pengarang , yg dapat menjadi pelajaran tersendiri buat kita.

Bag the Elephant: Kaplan, Steve: 9780761145240: localize-img.justmote.me: Books

I did pull a few ideas on how to support various Lines of Business and I did enjoy a few of the stories Especially one about the team who made a crucial error in a Powerpoint presentation but thats it.

Book Review: Bag the Elephant

This strategy not only increases the business short term growth but also assures long term security.

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These businesses land and keep the big customers whose large orders will carry the business. I really wanted to like this book more.

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After reading through a few chapters I found that most of the stuff Steve Kaplan was talking about was simple common sense. It had humor and real stories about people just like me who were able to turn their business around by simply thinking big.

Summary: Bag the Elephant: Review and Analysis of Kaplan's Book by BusinessNews Publishing

It is practical in approach and individuals can use it to chart out a sound approach to any entrepreneurial initiative. Kita tidak hanya diajarkan 'how to sales' tapi juga diajarkan strategi2nya.

Related Books

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