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Automotive Automatic

Transmission and

Transaxles Jones & Bartlett

Learning

The Revenue Growth Habit

800-CEO-Read Sales Book Of The

Year for 2015 | Forbes 15 Best

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Business Books of 2015 | “The chapters, (46 of them in this 256 page book) are quick and concise, and it is easy to pick it up anywhere and find a nugget of easily actionable advice, but the kicker is that the actions he recommends are

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also quick and concise, so that we can accomplish them in the few bursts of spare time we all have left.” – 800CEORead.com “Follow Goldfayn's brilliant advice and you will have an endless supply of customer testimonials, spontaneous

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referrals, and new business, and it will compel you to buy a beautiful fountain pen and stop obsessing over social media. His advice simply works.” – Inc.com Grow your business by 15% with these proven daily growth actions Do you have

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trouble finding time during your hectic day to grow your business? Is your company stalled because you are too busy reacting to customer problems? Do you lack the funds to jumpstart an effective marketing plan? The Revenue Growth Habit

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gives business owners, leaders, and all customer facing staff a hands-on resource for increasing revenue that is fast, easy, and requires no financial investment. Alex Goldfayn, CEO of the Evangelist Marketing Institute, shows how to grow your

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organization by 15% or more in 15 minutes or less per day—without spending a penny of your money. Forget about relying on social media. Posting on Twitter, Facebook, and LinkedIn doesn't grow revenue, especially for business-to-business

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companies. The Revenue Growth Habit shows how to request and collect testimonials and how to communicate these testimonials to grow your business. You will discover how to write powerful case studies, ask for (and get!) referrals,

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grow your lists, and send a revenue-growing newsletter. Goldfayn also includes information for teaching your customer service people how to inform your current clients about what else they can buy from you. This proven approach revolves

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around letting your customers tell your story. There is nothing you can say about your products and services that is more effective than what your paying customers say. How does it work? Each day, take one quick, proactive communication action that

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tells someone about how they'll be improved after buying from you. Choose from the 22 actions Goldfayn details in The Revenue Growth Habit. Each technique is fast, simple, and free. It only requires your personal effort to communicate

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the value of your product or service to someone who can buy from you. Personal communication—the key to the 22 action steps—will make your company stand head-and-shoulders above the competition.

The Key to Getting and Keeping

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Customers

**Every salesperson's road map
to superstar success!**

Evangelist Marketing

**Automotive Automatic
Transmission and Transaxles,
published as part of the CDX**

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Master Automotive Technician Series, provides students with an in-depth introduction to diagnosing, repairing, and rebuilding transmissions of all types. Utilizing a "strategy-based diagnostics" approach,

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this book helps students master technical troubleshooting in order to address the problem correctly on the first attempt. -Outcome focused with clear objectives, assessments, and seamless

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**coordination with task sheets
-Introduces transmission
design and operation,
electronic controls, torque
converters, gears and shafts,
reaction and friction units, and
manufacturer types -Equips**

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**students with tried-and-true
techniques for use with
complex shop problems
-Combines the latest
technology for computer-
controlled transmissions with
traditional skills for hydraulic**

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transmissions -Filled with pictures and illustrations that aid comprehension, as well as real-world examples that put theory into practice -Offers instructors an intuitive, methodical course structure

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**and helpful support tools With
complete coverage of this
specialized topic, this book
prepares students for MAST
certification and the full range
of transmission problems they
will encounter afterward as a**

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**technician. About CDX Master
Automotive Technician Series
Organized around the
principles of outcome-based
education, CDX offers a
uniquely flexible and in-depth
program which aligns learning**

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**and assessments into one
cohesive and adaptable
learning system. Used in
conjunction with CDX MAST
Online, CDX prepares students
for professional success with
media-rich integrated**

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**solutions. The CDX Automotive
MAST Series will cover all
eight areas of ASE
certification.**

**The Simple Art of Growing
Your Business by 15% in 15
Minutes Per Day**

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*In Evangelist Marketing,
Alex Goldfayn argues that
technology companies
succeed in spite of their
marketing, not because of it.
He says that if consumer
tech makers ceased all*

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marketing activity today, they would not see a significant decline in sales. In this book, Alex presents why the current state of overly-technical, features-oriented tech marketing,

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*branding, communications
and public relations is
costing the industry billions
of dollars—easy money
that's voluntarily being left
on the table. Then he lays
out a step-by-step system for*

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*creating intensely loyal
brand evangelists based on
deep consumer insights and
simple, emotional language.
Evangelist Marketing is
written for consumer tech
companies big and*

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*small—from PC
manufacturers to Web-based
services. It's also sure to
improve the work of their
marketing and public
relations agencies.*