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Most Important Customers

# **The New Successful Large Account Management How To Hold Onto Your Most Important Customers And Turn Them Into Long Term Assets Maintaining And Growing Your Most Important Assets Your**

# Download Free The New Successful Large Account Management How To Hold Onto Your **Customers**

The Book that Sparked A Selling Revolution In 1985 one book changed sales and marketing forever. Rejecting manipulative tactics and emphasizing "process," Strategic Selling presented the idea of selling as a joint venture and introduced the decade's most influential concept, Win-Win. The response to Win-Win was immediate. And it helped turn the small company that created Strategic Selling, Miller Heiman, into a global leader in sales development with the most prestigious client list and sought-after

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workshops in the industry. Now Strategic Selling has been updated and revised for a new century of sales success. The New Strategic Selling This new edition of the business classic confronts the rapidly evolving world of business-to-business sales with new real-world examples, new strategies for confronting competition, and a special section featuring the most commonly asked questions from the Miller Heiman workshops. Learn: \* How to identify the four real decision makers in every corporate labyrinth \* How to prevent sabotage by an internal deal-killer \* How to make a senior executive eager to see

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you \* How to avoid closing business that you'll later regret \* How to manage a territory to provide steady, not "boom and bust," revenue \* How to avoid the single most common error when dealing with the competition.

If you want to: \* Know how to have more profitable customer conversations \* Know how to deepen trust and build more effective customer relationships \* Know how to create predictable and explosive sales from your existing customers \* Know how to deepen your influence with multiple key stakeholders \* Increase your sales by more than 30% with no additional sales hours

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needed This book is for you. This book is your customer success guide. Based on the study of more than 200 customers and 150 successful key account managers, sales directors and customer success managers from 12 industries. You can be confident that this book will be practical and real world in its examples. You can take away key insights whatever industry you're in to improve the profitability and growth of your customer sales in 90 days. This is also the only key account management book to give away more than 10 free resources to support your customer success. Start your journey to transforming your customer

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relationships today.

ATTENTION TRAINERS: It's Not About YOU - It's About the LEARNER! What is the biggest mistake a trainer can make? Quite simply, it is focusing all of their efforts on themselves and not their students! Many inexperienced trainers fall into this trap, but it doesn't have to happen to you! This book provides easy-to-execute examples that, when utilized, will make any rookie trainer look like a seasoned pro in just one day! You will learn how to structure the classroom experience in such a positive way that I guarantee it will make a difference in your professional life and in

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the lives of your participants. The techniques outlined in this book will help you to become the Great Trainer you have always wanted to be - because although good trainers may know these methods, Great Trainers make it happen! Inside, you will discover how to: -Create an inviting physical and emotional learning environment for your students. An inviting learning environment leads to higher levels of participation, retention, and on-the-job application! -Be less of an instructor and more of a "Tour Guide." Utilizing tour guide techniques will make your class anything-but-ordinary, causing people to look

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forward to your next event! -Utilize Great Trainer techniques whether you're facilitating a 5-day course, a 60-minute training session, or a 15-minute presentation! -Apply the techniques that will help you go WACCO for your participants - without spending a dime! Get on the road to continuous training improvement and start reading!

A Real Guide from Real Experts on Getting the Job You Want!

Highland Celts Series -

Finding Your Passion and Lighting Your World

The Unique Sales System Proven Successful by



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America's Best Companies  
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You Decide  
Most Important Assets Your Customers  
On Purpose

"With limited resources and increasing competition, managing strategic accounts requires a focused strategy, plan, and process. Developed collaboratively with world-class sales forces, the Large Account Management Process provides an enduring framework for protecting and growing your most important customer relationships."- Damon Jones, COO, Miller Heiman, Inc."The Large Account Management Process has

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implemented a discipline that allows people to work together and communicate, setting strategies and sales goals that benefit both our customers and our own company."- Joseph L Cash, senior vice president of sales, Equifax Corporation

"Miller Heiman's Large Account Management Process delivers a disciplined process for gathering the information required to really understand the trends impacting our largest clients. This critical information defines the strategies that provide long-term customer value and drive consistently superior business results."- Paul Wichman, vice president and senior

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division sales manager, Schwab Institution 'The New Successful Large Account Management' now in its third edition, is thoroughly revised and updated and takes into consideration recent changes in the industry. This hard-hitting and no-nonsense book advises you how to best manage your most important business accounts. The authors of the best-selling books The New Strategic Selling and The New Conceptual Selling provide comprehensive and practical lessons that will help you to protect and improve your most crucial customer relationships. By following their clearly defined and dynamic

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approach to the account planning process, you will learn how to devise a strategic action plan to manage your key accounts; manage them effectively and profitably; build long term client relationships; climb ahead of competitors and move your relationship up the buy-sell hierarchy. Whatever business you're in, this excellent book shows you how to protect those crucial accounts that you can't afford to lose.

Hopelessly in a funk with no apparent way out, mortgage industry veteran, Mark Stiles, grasped desperately to the only thing that could help: CHANGE. For the past few years,

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Mark has been stuck in a life of mediocrity - unfulfilled and simply getting by.....

Slowly, but surely, both his personal and professional lives have derailed and are on a one-way track to disaster. Now, after a chance encounter with an old friend and colleague in the business, Mark is presented with a challenging opportunity that can radically change his life. A change that could not only allow him to achieve his dreams and provide an abundant life for his family, but a change that could inject long-forgotten purpose, meaning and fulfillment back into his career and very soul. Whether

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you're a mortgage veteran or a newbie to the residential mortgage scene, this book is possibly the answer to your problems! It not only provides solutions to the issues you've faced with loan files, but it outlines a proven, strategic framework for restructuring your life to reach all the goals you've set for yourself and achieve unlimited success. The only question is: are you prepared to hit the Reset button and change? Maybe you're a recent college graduate, looking for a successful start to your career. Or an experienced professional, feeling the need to try something new. Either

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way, a whole host of opportunities await you- but if you really hope to ace that interview and get the job you want, you'll need the right skills to get ahead. So when you're navigating the complex twists and turns of today's changing job market, let I'll Get That Job! serve as your road map and guide. Featuring advice from real HR professionals, headhunters, and team managers, this essential job-hunting companion will let you know exactly what you need to do to increase your chances, from social media presence to writing a great CV. While shedding light on the many myths and outdated "rules" that may

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actually bog you down in today's job-seeking  
experience, I'll Get That Job! serves as a  
source of motivation and encouragement for  
modern job hunters. After all, with hard work  
and the right mind-set, it really is possible  
for you to get that job you've always wanted-  
and become the most successful version of  
yourself along the way!

Marketing Your Products and Services  
Successfully

What's Your Green Goldfish?

Key Account Hack

The Unique Sales System Proven Successful by  
the World's Best Companies



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Successful Global Account Management  
Beyond Dollars: 15 Ways to Drive Employee Engagement and Reinforce Culture

**Whatever a company's sales revenue, chances are that a majority comes from a few crucial accounts. The New Successful Large Account Management, ideal for sales directors, managers and executives, shows businesses how to protect and develop those critical accounts they can't afford to lose. Based on the proven Miller Heiman Large Account Management Process, which is used successfully by some of the**

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**world's largest companies, it is crammed with examples of real success stories and proven strategies to keep customers coming back. By following the clearly defined and dynamic approach to the account planning process, readers will close more business and introduce winning sales systems into their organization. Bullying. Homelessness. Abortion. Human trafficking. It doesn't take much searching to discover that there are a lot of things wrong in our world today. What could one person possibly do about all these issues? In I Dare**

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**You, Isabella Morgenthal dares you to step out and make a difference in the world for Jesus Christ. She helps you dig deep and discover your passion, while encouraging you to do something about it. This is a dare to give everything you have to Jesus and watch Him do amazing things with your life. This is a dare to make your life count. This is a dare to change your world.**

**WHEN IT COMES TO LOVE, SOMETIMES IT TAKES THE HEAD YEARS TO DISCOVER WHAT THE HEART HAS ALWAYS KNOWN** When

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**Forbes Branson was a young man ready for something new. A senior in high school, he was the golden boy. Heir to a fortune, he knew what his life was going to be. But he wanted adventure first. A year to do what he wanted, where he wanted before college. An unexpected betrayal would change everything. Sophie Lipton was fifteen the first time she set foot on the Branson ranch. Dragged from one place to another, never having more than one pair of shoes or enough to eat, the moment she saw the wide open spaces, she felt she could breathe for**

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**the first time in her life. It was the home she always dreamed of. But her happiness came at a price. To stay in her new home, Sophie had to keep somebody else's lies. Lies that would eventually tear apart a family. And tear apart her friendship with Forbes. Coming home is never easy-especially after twelve years. Forbes isn't the same young man. He found his adventure-and more. Weary, he's ready to settle into a slower, calmer life. Working on his family's ranch and taking the job as Chief of Police sounds like a piece of cake after the things he**

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**had seen and done. Sophie isn't the quiet girl Forbes remembers. She's grown into a strong, confident woman. A woman used to being in charge. The Branson ranch is her territory now. If Forbes thinks he's going to waltz back in and take over, he's going to find out fast that Sophie is no pushover. Twelve years ago, they shared one goodbye kiss. More sweet than passionate. Now, as adults it's a whole new game. The attraction between them is undeniable. Just as they begin to move forward, the past has other ideas. Secrets rarely stay buried forever. Lies.**

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**Betrayal. Maybe even murder. Before Forbes  
and Sophie can think about the future, they will  
need to deal with the past. Together.**

**Financier**

**Conceptual Selling**

**Selling Your Company with Intention and  
Purpose**

**Thirty Years a Detective**

**A Paranormal Coloring Book**

**I'll Get That Job!**

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Management Maintaining and Growing Your**

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**Most Important Assets -- Your Customers**  
**Central Publishing**  
**On Purpose, Selling Your Company With Intention And Purpose!** was written as a guide for the small business owner to understand the steps involved in the process of selling a company for maximum value. Most business owners will only sell a company once or twice in a lifetime making them inexperienced at best. Hiring a business broker is one of the last steps you'll take in selling your company. I wrote this book so you can better understand the steps you need to take to begin the process of selling a company and maximize the value for all parties.



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**I pull back the curtain and shed light on important aspects of selling that most buyers don't understand until it's too late. I arm you with the insight and experience needed to prepare yourself and your company for sale and successfully work through the sales process. After reading this book, you will be able to plan confidently and follow through with a successful sale of your company.**

**An Arsenal of Shrewd Tactics and Winning Strategies to Make You a Major Account Sales Success Knowing how to get to the decision maker, deal with the competition, understand buyer psychology, and service the client--these**

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**are the keys to success when you need to nail down major accounts. Now, for the first time, here's a book of practical, proven-effective strategies and tactics for the entire major account sales cycle. Based on Neil Rackham's exhaustive research, the strategies you'll find here will enable you to . . . Tailor your selling strategy to match each step in the client's decision-making process. Ensure that you won't lose your customers because you'll know the psychology of the buyer and how to respond to their doubts. Gain entry to accounts through many different windows of opportunity. Deal with competitive situations, take on bigger**

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**competitors, and win using strategies that the author's meticulous research shows are employed by the most successful salespeople. Handle negotiations, concessions on price, and term agreements skillfully and effectively. Offer the ongoing technical and maintenance support that keeps your major accounts yours. From a world-renowned sales innovator, this first-of-a-kind A-to-Z presentation of major account strategy puts sales success in your hands. Make it yours today. Read Major Account Sales Strategy.**

**How to Create Lifetime Customers  
With One More Look at You**

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Most Important Assets Your Customer

**Rise Above Now  
Destitution  
Leveraging Outside Wisdom to Deliver  
Sustainable Value  
Public Opinion**

*Callie Armstrong's personal life was already in turmoil. Now circumstances are forcing her to share her successful music production company with three business partners. One partner wants her husband. One partner wants her money. One partner wants her trust- even while keeping secrets. Is this how it is with all sisters? Callie has decisions to make and secrets to uncover and lies to unravel in the midst of the family chaos. The only thing she knows for sure is that when*

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*they're all together, it's just too many sisters. .*

*"Barry's book will help anyone improve their prospecting and appointment setting which are keys to a successful sales career." - Hector LaMarque, Senior National Sales Director, Primerica*

*Do you need to find people and set appointments to be successful in sales, relationships and life? Are you stuck? This book will get you going - prospecting and setting appointments with confidence and commitment. Barry Andruschak was an ineffective, introverted newcomer to sales until he discovered the techniques in "Prospecting and Setting Appointments Made Easy" and built a remarkably successful career. Now a National Sales Director and trainer, Barry provides*

Download Free The New Successful Large Account Management How To Hold Onto Your Most Important Customers And Turn Them Into Long Term Assets Maintaining And Growing Your Heights. It's a fact that no sales can happen until you find prospective clients and set up an appointment. Barry's proven approach makes it easy for anyone. Plus, net profits on book sales go to KidSport to help children in communities across the country play a sport that they may not otherwise be able to afford. Thank you! About the Author Barry Andruschak was born and raised in Vancouver, BC. He has a diploma in Aviation Technology from Selkirk College in Castlegar, BC. After being a charter pilot for 3 years, he was introduced to the A.L. Williams Corporation, now called Primerica Financial Service Ltd., in 1985. He

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*became Primerica Canada's first Regional Vice President independent sales agent in 1986. He is currently holds the title of National Sales Director and lives with his family in Victoria, BC.*

*Tell em to hold on, a real bitch is coming.'* Kahyla James was an ordinary girl with dreams of one day making it big. And she was well on her way, especially with a street gangsta like Anthony 'Boston' Dixon training her to be a self made bitch. But when she was betrayed by the people that she loved the most it forced her to take actions into her own hands and show the city just how ruthless she could be. Ride with Kahyla as she navigates the streets showing the gangsta's that the penalty for betrayal is still death.

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The New Successful Large Account Management  
Game-Changing Advisory Boards  
The Revolutionary System for Face-to-face Selling

Used by America's Best Companies

Major Account Sales Strategy

Self Made Bitch

Strategic Selling

*The sketch-style depictions and unusual fonts create an eerie atmosphere where the reader has to decide if what they see really happened or if it is just a work of fiction. Includes writing space for your conclusions. This book makes a great group activity. This is not intended for children. Contains brief nudity.*



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*Poems about animals we live around, nature and its affects on us, also other things to pause and think about. Contains color pictures. this is a paperback with thirty-six pages, twenty-eight poems.*

*Life in lower class as offspring of a notorious thief was simple for the Quartar daughters until accidental mishaps with the other classes of society turn their dirt poor lives around for worse and better. Eight young women are taken from the slums into the high class world they never understood only at first to find betrayal, suffering, scandal, revenge and corruption. Then, before they know it they are wrapped in the grandest scandal their country of Galli has ever seen. The kingdom of Cretaine is trying to overthrow the*

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*corrupted kingdom of Galli. The Quartar family must betray their world in order to save Galli from a brutal civil war.*

*Reset*

*I Dare You*

*Maintaining and Growing Your Most Important Assets -- Your Customers*

*Leverage the Marketing Power of the Internet and Mobile Technology to Quickly Get New Customers, Have Them Spend More Money, and Keep Them Buying Forever*  
*Celtic Fire*

21 privately-owned company owners share stories of

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how they leveraged advisory boards to help them build valuable, sustainable companies. Imagine doing a \$1.8 Million product launch in as little as seven days. Imagine easily getting a new affluent customer and having them gladly pay you month after month. Imagine your current and past customers frequently sending you their friends and family members to become your new clients. If getting and keeping new customers are the biggest problems in your business, solving that problem has never been easier. Whether your dream is profiting from the boom in mobile and internet sales, selling

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high priced products, creating predictable monthly revenue, or learning the secrets to keep customers buying from you for decades, this book is your blueprint. Order a copy now and watch your business quickly go through a period of rapid, transformational growth. Everything you desire can be yours, you simply have to take this first step. Grab your copy today!

An annual publication that profiles important marketing campaigns of the 20th century.

A Thorough and Comprehensive Exposé of Criminal Practices of All Grades and Classes, Containing

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Detection of Criminals, and Covering a Period of  
Thirty Years' Active Detective Life

Time to Pause

Key Strategies and Tools for Managing Global  
Customers

Too Many Sisters

8 Steps to Creating Massive and Predictable Growth  
from Your Key Clients in 90 Days

Successful Large Account Management

***For the Accounts You Can't Afford to Lose: The  
Strategies that Will Keep Your Customers***

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***Coming Back Whether your company has \$50,000 or \$5 million in sales, chances are that at least half of your revenue comes from a few crucial accounts. What does it take to keep them going strong? The authors of The New Strategic Selling and The New Conceptual Selling present a hard-hitting, no-nonsense book of techniques to improve your most important business relationships. Updated with recent examples of actual success stories, this new edition explores how online click speeds have resulted in highly sophisticated customers who expect all services to be done in "real time." Discover: \* The Long***

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***View: Studying and really understanding your company-and your customer's business-can mean years of selling success \* "Lamp" Strategies: Activate a Large Account Management Process strategy to turn your best customers into permanent "external assets" \* Trends and Market Forces: Constantly identify and reappraise the conditions that can make your services more crucial than ever \* Channels of Communication: The right contacts and communication lines will help you make key changes-before it's too late! While the concept of global account management (GAM) is not new, there are numerous***

***differences (both subtle and overt) between it and the conventional management of overseas accounts. So what are they? How should we define GAM? And how can companies ensure that their global accounts are managed successfully? HOW TO SUCCEED IN HIGH SCHOOL AND PREP FOR COLLEGE is the first book in a 3-book series. This first book contains information specific to high school success and applying to colleges as well as information to help young people with interviewing, creating relationships with potential mentors, and following their passions. Exercises that build on the information are***



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**included. Phyllis Zimblor Miller has an M.B.A. from The Wharton School of the University of Pennsylvania and coaches high school students on their college applications using the marketing principles in this book.**

**The New England Magazine  
The New Strategic Selling  
Secrets of the Complex Sale  
Journal**

**Railway Surgeon  
How to Hold Onto Your Most Important  
Customers and Turn Them Into Long-term Assets  
Have you ever questioned life and wonder why**

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**you? Can you hear yourself saying, "Is there more to life than this?" I can identify this with you. Did you know? Our brain process approximately 70,000 thoughts on an average day. Often many wonder why so many give up and quit in life. In this book I will show you how to rise above mediocrity. No more settling for less than God's best and only fantasizing about your heart desires - Its time you Rise Above, Now.**

**When ancient gods ruled and Druids kept Faith alive, the Celts thrived as a democratic, matriarchal society. Then savage Roman soldiers swept across Europe, killing and enslaving. The**

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**Celts did not succumb without a fight. Their Old Ways survived centuries of ruthless domain until another menace loomed: a tortured god worshiped in cold stone buildings. The sacred shores of Avalon began to drift away, the mists threatened to hide the island from mortal eyes forever. Against the bleak backdrop of war, the gorgeous Scottish Highlands stood tall, sheltering its inhabitants from greedy invaders. Yet the reach of the eagle banners was long and the highlanders turned to the Goddess for protection. However, the sacred groves felt silent and grim as Avalon faded away. Once sad, peeling**

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**bells began to sound strangely comforting while the high walls of monasteries offered an alluring barrier from violence. Caught in the middle of this centuries-old war, a young High Priestess might be Avalon's last chance. Wise beyond her years and powerful like no other Priestess in her lifetime, Rowen had served the Goddess faithfully, forsaking her family and the company of her soulmate. When the Lady of the Lake asks for another sacrifice, it might be one too many for her scarred heart. How could she obey the Goddess without betraying Caddaric? Could she trust Eochaid, who embodied everything she**

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**despised and hated? Would she be able to fulfill her duties without losing her soul? Caddaric had been Rowen's companion in countless lives; but, now, they existed in different realms. Beautiful Rowen lived in the mortal world while sweet Caddaric remained in the sacred isle of Avalon, watching over her. Could he step aside to allow another man - a flesh and blood man - to become her protector? Eochaid had sworn to protect the Old Ways. The rude warrior never quite understood his faith yet his loyal heart belonged to the Goddess. A gorgeous, fiery High Priestess was not in his plans. He would risk his life to**

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**protect Rowen; but, would the Goddess safeguard his heart? Could he defend the bewitching maiden from himself? When stakes were so high that a simple mistake could cost their very world, a priestess, a Druid, and a warrior must learn to trust one another and the mysterious ways of the Goddess. Their success would save Avalon. Their failure would tear the island from the human realm forever, condemning it to oblivion. Failure was not an option. This is a standalone, historical/paranormal romance. Its mature themes - sexual violence, religion, and pagan rituals - might not be appropriate for audiences**

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**under 18.**

**How does it feel to be here and there - at the same time? Maxwell Greyson refers to himself as a project manager but really only makes use of that title in an attempt to mask his ridiculousness, which is something that has plagued him all of his life. He unwittingly embarks on a quest to find what he's always sought. He finds it, or rather he finds something, but doesn't know exactly how to process it or what to do with it. What ensues is a journey that starts at zero and ends up near the edge of the multiverse. Or is it the other way around?**

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**Prospecting and Setting Appointments Made  
Easy**

**Great Trainers Make It Happen**

**How to Succeed in High School and Prep for  
College**

**Encyclopedia of Major Marketing Campaigns**

**Good Reception**

**Bankers Monthly**

***What's Your Green Goldfish is based on the simple  
premise that employees are the key drivers of  
customer experience and that "Happy Employees  
Create Happy Customers." The book focuses on 15  
different ways to drive employee engagement and***



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***reinforce a strong corporate culture. It's the second book in the goldfish trilogy. The first book was an Amazon Best Seller entitled, What's Your Purple Goldfish. Purple focused on customers, whereby Green focuses on employees. Both books are based on a revolutionary new approach called marketing g.l.u.e. (marketing by giving little unexpected extras). The book is based on the findings of the Green Goldfish Project, an effort which crowd sourced 1,001 examples of signature added value for employees. Key themes emerged from the Project. The book is filled with over 200 examples. PRAISE FOR WHAT'S YOUR GREEN GOLDFISH "Stan is the***

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***sherpa that guides executives along the journey between the heart and mind of business stakeholders. Stakeholders aren't always customers though. At a time when company vision and culture matters more than ever, it takes inspired and engaged employees to bring them to life." - Brian Solis, author of What's the Future of Business #WTF, The End of Business as Usual and Engage "So often overlooked, and so very vital to building company value... empowering employees to support each other and the brand. Stan Phelps 'gets' it and Green Goldfish will walk you step-by-step though achieving this critical goal." - Ted Rubin, author of Return on***

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***Relationship "Great customer centric organizations only exist because of engaged and empowered employees. The Green Goldfish is packed with awesome examples of what world class companies are doing today to inspire and reward their employees. If you see value in truly building an "A Team," Green Goldfish will be, without question, your single best reference." - Chris Zane, Founder and President of Zane's Cycles, author of Reinventing the Wheel, the Science of Creating Lifetime Customers "Stan Phelps takes customer service to a whole new level by focusing on EMPLOYEE service, and how to do well by your***

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***employees - so they take care of your customers. Packed with stories, insights and R.U.L.E.S. any company can follow, this book is a must-read for managers of companies of all shapes and sizes who know that employees don't leave jobs - they leave managers, especially when they don't feel your love and appreciation. Pick this up, and start engaging your team and making more GREEN - Phil Gerbyshak, author of The Naked Truth of Social Media "Our large-scale research shows unequivocally that engaged employees are more likely to work longer, try harder, make more suggestions for improvement, recruit others to join***

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***their company, and go out of their way to help customers. They even take less sick time.***

***Companies can tap into the enormous value of engaged employees by following the 15 ideas that Stan lays out in this book." - Bruce Temkin, author of The Six Laws of Customer Experience "Too often, the actual employment experience delivered on the job does not measure up to the version sold to job candidates during the interview process. In What's Your Green Goldfish, Stan Phelps offers 15 ways to close the gap." - Steve Curtin, author of Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary (AMACOM,***

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***June 2013) "In What's Your Green Goldfish, Stan Phelps brilliantly applies the idea of 'doing a little something extra' for employees. You know, those people that actually get the work done and keep customers happy. Read it, put some of the ideas to work, and soon you'll be reaping more 'green' from your customers." - Bob Thompson, Founder and CEO, CustomerThink Corp.***

***Designed to provide salespeople with a clearly defined approach to the account planning process, which will benefit their effective management of key customers. The ideas put forward in the text are based on the authors' sales training programme***

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