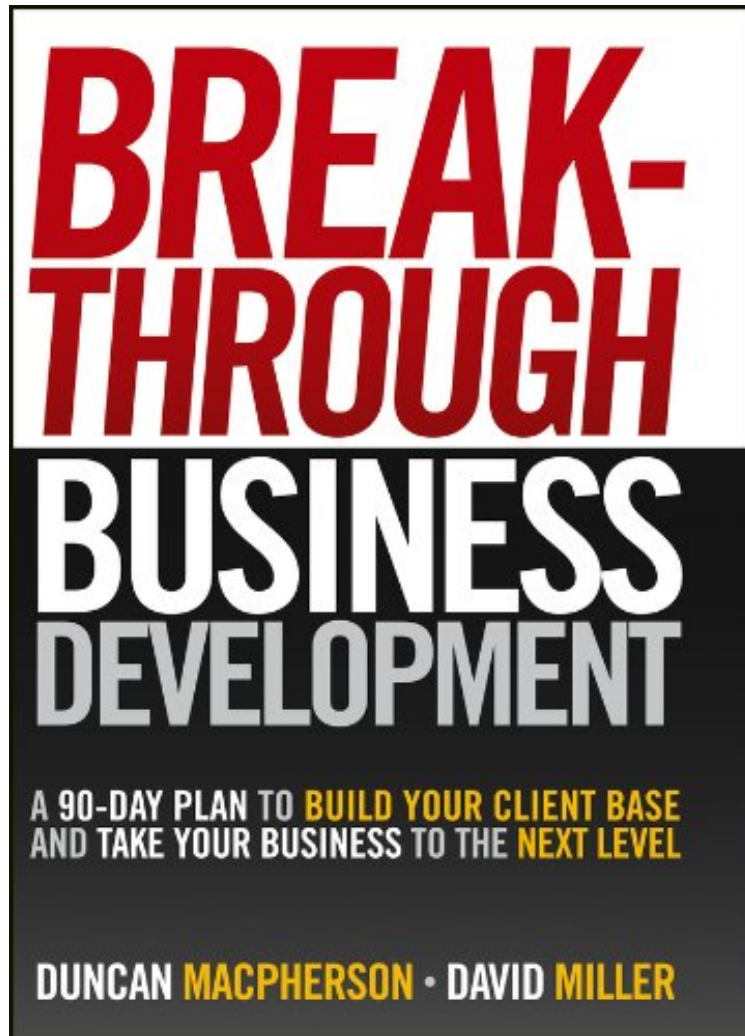


[Download pdf] Breakthrough Business Development: A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level

Breakthrough Business Development: A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level

Duncan MacPherson, David Miller
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Duncan MacPherson, David Miller : Breakthrough Business Development: A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level before purchasing it in order to gauge whether or not it would be worth my time, and all praised Breakthrough Business Development: A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level:

6 of 6 people found the following review helpful. Great way to take the next step
By Adam C. Rouse
Before reading this book my financial practice had reached somewhat of a plateau. I would have to reach out to clients and constantly push product for new sales. This was a very inefficient way to go about business. I would be exhausted and irritable at the end of every work day. I was not enjoying my job. Then, I read this book. The idea that resonated with me the

most was becoming the "trusted advisor". I changed my day to day activities from constantly pushing product to offering a relationship that would be mutually beneficial to my clients. Not only has business improved; clients contact me asking for investment advice, as well as personal advice! I am no longer exhausted from a typical day. In fact, I'm motivated every morning to go and interact with clients and strive to be their trusted advisor. 0 of 0 people found the following review helpful. Poorly written By Stephen Not well written or edited. Too many mnemonic acronyms (SMART, DART, CAST, DRIP, FORM...) and too many "Laws" (Law of Approval, Lo Attraction, Lo Environment...). It is distracting from what might be good information. 0 of 0 people found the following review helpful. Learn from a pro! By Pauletta Bonner Item arrived promptly. Looking forward to learning more from the business pro, Duncan MacPherson!

Increase Profits, Be more Organized, attract a Higher Quality Quantity of Referrals, Run Your Business so That It Doesn't Run You, Take Your Business to the Next Level... With Breakthrough Business Development! Breakthrough Business Development shows you how to attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize your most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in your business. Praise for the Pareto System, Featured in Breakthrough Business Development. "I am just beside myself on the results gathered so far from instituting the Pareto System. I use an agenda for meetings now and have formulated a standard package given to new clients. Already I have sent out twenty thank-you cards to new referrals. I even got a referral from a referral if that makes sense. Some clients didn't know that I was still expanding my business. I am also finding advocates that I didn't classify as such. Opening twenty accounts in this short time span is amazing but already I have another ten leads in the pipeline. You guys were right, it does work." "We have been building client relationships for 45 years... Pareto Systems successfully helped us to pause and then guided us through the process of defining the appropriate business structure and systems which will strengthen and enhance our best client relationships. We are now focusing on a comprehensive, systematized program for select clients. The results have been amazing-client satisfaction is way up and so are revenues."

From the Inside Flap FOR ENTREPRENEURS WHO "THINK FOR A LIVING," RUN YOUR BUSINESS SO THAT IT DOESN'T RUN YOU TAKE YOUR BUSINESS TO THE NEXT LEVEL... WITH BREAKTHROUGH BUSINESS DEVELOPMENT If, as the Pareto Principle states, 80 percent of your business comes from 20 percent of your clients, do you have a process to ensure that you are investing 80 percent of your time with those most deserving clients? Achieving a business breakthrough is done by design, not by luck or chance. BREAKTHROUGH BUSINESS DEVELOPMENT offers a clear plan to take your business to the next level. It provides a proven system that will help you manage, build, and maximize your client relationships in just 90 days, while you run your business efficiently. The 12-week program is built on the four cornerstones of the STAR system: Strategic Analysis Targets and Goals Activities Reality Check These four simple, proven steps provide the what, the why and the how of running and building an efficient business. BREAKTHROUGH BUSINESS DEVELOPMENT includes forms and templates, through the authors' website, to help you create your own personalized business development plan for attracting and keeping valuable clients. BREAKTHROUGH BUSINESS DEVELOPMENT is ideally suited for every knowledge-for-profit entrepreneur: financial advisors, accountants, lawyers, insurance brokers, architects, engineers, medical professionals, contractors, mortgage brokers, professional services consultants, entrepreneurs and owners/managers of small and medium sized businesses; or anyone who "thinks for a living." From the Back Cover INCREASE PROFITS, BE MORE ORGANIZED, ATTRACT A HIGHER QUALITY QUANTITY OF REFERRALS, RUN YOUR BUSINESS SO THAT IT DOESN'T RUN YOU, TAKE YOUR BUSINESS TO THE NEXT LEVEL... WITH BREAKTHROUGH BUSINESS DEVELOPMENT! BREAKTHROUGH BUSINESS DEVELOPMENT shows you how to attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize your most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in your business. PRAISE FOR THE PARETO SYSTEM, FEATURED IN BREAKTHROUGH BUSINESS DEVELOPMENT "I am just beside myself on the results gathered so far from instituting the Pareto System. I use an agenda for meetings now and have formulated a standard package given to new clients. Already I have sent out twenty thank-you cards to new referrals. I even got a referral from a referral if that makes sense. Some clients didn't know that I was still expanding my business. I am also finding advocates that I didn't classify as such. Opening twenty accounts in this short time span is amazing but already I have another ten leads in the pipeline. You guys were right, it does work." Tampa, Florida "We have been building client relationships for 45 years ... Pareto Systems successfully helped us to pause and then guided us through the process of defining the appropriate business structure and systems which will strengthen and enhance our best client relationships. We are now focusing on a comprehensive, systematized program for select clients. The results have been amazing-client satisfaction is way up and so are revenues." Toronto, Ontario About the Author DUNCAN MACPHERSON DAVID MILLER co-founded Pareto Systems in 2000, after a successful multi-year strategic alliance

between their two original firms, Duncan MacPherson Associates and Mindset Systems and Solutions. Duncan has been working closely with entrepreneurs for over 15 years. His previous company provided marketing and business development consulting services, as well as high-level business development seminars, to top business people from a variety of industry sectors. David has been providing tactical practice management consulting services for over 15 years. With an amazing fixation on implementation, David has an unrivalled ability to help entrepreneurs translate time-tested ideas into measurable results. Together, Duncan and David lead a team of professionals at Pareto Systems who help entrepreneurs improve their practice management and business development systems while capitalizing on the Pareto Principle—the 80/20 rule. They are co-creators of the Pareto Platform, an on-demand web-based business development client relationship management (CRM) dashboard. Duncan and David have a track record of showing entrepreneurs how to attract and keep great clients, while running a profitable and efficient business. They travel throughout North America working with corporate clients, and delivering seminars and keynote speeches. Their clients include RBC, Fidelity Investments, Franklin Templeton Investments, Transamerica and Wachovia Securities.