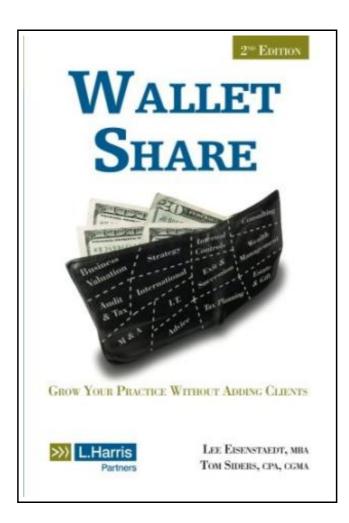
Wallet Share, 2nd Edition: Grow Your Practice Without Adding Clients (Paperback)



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Reviews

Good e-book and beneficial one. I was able to comprehended everything out of this published e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Mariana Schaden II)

WALLET SHARE, 2ND EDITION: GROW YOUR PRACTICE WITHOUT ADDING CLIENTS (PAPERBACK)



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Createspace, United States, 2014. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book ***** Print on Demand *****. Updated and expanded edition with 70 more content. New clients are important to every practice. Professional service firms invest heavily to secure new clients in terms of marketing spending and practice development efforts. Firm compensation systems typically tilt towards rainmakers. Yet a significant source of additional revenue is sitting inside a firm s current client base and it can be yours with very little investment. If you aren t regularly diagnosing client needs and addressing them, someone else will. Perhaps they already have. The authors 3x3x3(sm) client service model is a collection of proven best practices that will help firm leaders, business developers, and marketing directors grow their practices, create sticky clients and increase wallet share. Use the tools in this book to: 1. Learn how clients want to be served 2. Create clients loyal to your firm 3. Capture incremental revenue 4. Uncover high quality referrals 5. Drive greater accountability 6. Bulletproof your clients from competitors To listen to a 10 minute podcast by the authors about the book, go to JenningsWire PR: //lnkd.in/J7NtUK What others are saying: Wallet Share is an easily digestible road map to better serve, acquire and retain clients. The learnings and processes advocated in this book have given clarity and a common language to our efforts. We understand our business better and our priorities are clear. I plan to make available a copy of Wallet Share available to each of our partners and managers and to use the methodologies outlined to move us forward as a team and grow our Firm. -Harold Gaar, Former Managing Partner, Travis Wolff The ideas and processes in this book are simple and pragmatic, which will allow...

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