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F67CPQ - STEVENS SIMPSON

A flat organization believes the formal processes and controls used by many hierarchical organizations are too involved, require too much overhead cost, and are too complex and/or time consuming. Project Management for Flat Organizations provides common sense solutions to the unique challenges of organizations with flat hierarchical structures. It explains project management theory and offers simple and cost effective project management processes, tools, and techniques that can be applied immediately. This guide includes instruction and templates required to deliver projects efficiently and successfully with minimal risk and investment. It also enables users to develop a framework specific to the needs of their organization. This is a go-to guide you will want to keep on your desk for easy reference when working on projects. This book is ideal for the project manager, team member, manager, or project sponsor with limited or no formal project management experience working within a flat organization. It offers clear, understandable discussions about project management processes; practical ideas and suggestions; answers common questions; and explains ways to address common pitfalls.

Today's businesses don't need bosses-they need leaders. Company success doesn't come from telling people what to do. True sustainable success is created from within, and to get there you need to transform your company culture. Jeff Ruby has a process that works. The RedRock Leadership method shows business leaders-from small businesses to Fortune 500 companies-how to double, triple, and even quadruple bottom-line results. Benefit from RedRock's game-changing lessons, including: How to leverage the power of emotions for your business, not against it. Why management alone is an outdated concept-and what to do about it. Understand the six differences between heroic leadership and collaborative leadership... and why collaborative leadership will take your company growth further. The unique four-point plan that starts with leaders and ripples down to your teams to revitalize growth and transform culture. ...plus even more tools, strategies, and step-by-step exercises from RedRock Leadership training programs that have helped strengthen 1,000's of business leaders around the world. Just because you are part of leadership doesn't mean you are a leader. Redefine what it means to be a leader with Jeff Ruby's authentic and insightful keys to collaborative leadership...and forge the path to success in business and in life.

Finally, the book that all professionals frustrated with fleeting client loyalty and relentless price pressure have waited for -- the first in-depth, client-tested guide to developing lasting business relationships. What separates extraordinary professionals from ordinary ones? Why are some professionals always drawn into their clients' inner circle of advisers, while others are employed on a one-shot basis and treated like vendors? Based on groundbreaking research, Clients for Life sets forth a comprehensive framework for how professionals in all fields can develop breakthrough relationships with their clients and enjoy enduring client loyalty. Drawing on insights from extensive interviews with both leading CEOs and today's most prominent client advisers, Jagdish Sheth and Andrew Sobel debunk the conventional wisdom about professional success -- "find a specialty, do good work" -- as hopelessly inadequate in a world where clients have unlimited access to information and expertise. The authors replace these tired conventions with an innovative blueprint, supported by over one hundred case studies and examples drawn from consulting, financial services, law, technology, and other fields, for how you can evolve from an expert for hire -- a commodity -- to an extraordinary adviser. Riveting portraits of both exceptional contemporary professionals and legendary advisers such as Aristotle, Thomas More, Niccolò Machiavelli, and J. P. Morgan reveal how great client relationships are achieved in practice. Readers will learn, for example, to develop selfless independence, which tempers complete emotional, intellectual, and financial independence with a powerful commitment to client needs; to become deep generalists and overcome the narrow perspective caused by specialization; to systematically build lifelong trust; and to cultivate the power of synthesis -- big-picture thinking -- that is so highly valued by clients. Acclaimed by leading management thinkers, Clients for Life clearly illustrates the most important attributes and strategies of extraordinary client advisers and shows how you can use them to enrich your own relationships. It provides sophisticated professionals with the tools and insights they need to reap the rewards of lifetime client loyalty.

Being your clients' Most Trusted Business Advisor is not about selling and making pitches. It's really about showing an interest in your clients, asking the kind of questions that will help you learn what is important to them, and then listening. Based on the AICPA's successful Trusted Business Advisor Program and intended for CPAs who want to take their consulting practice to the next level, this workbook provides approaches to help you do just that. By the time you finish working through the book's helpful forms and exercises you will be better able to: have critical conversations with your clients ask the right questions effectively be a better listener easily identify services that will add value to your clients' organizations avoid administrative pitfalls throughout the process effectively market your services, and profitably grow your practice Find out how to uncover critical client needs in ten minutes or less, how to help your clients prioritize their wish lists, and how to help them quantify the value of addressing each of the issues that keep them awake at night!

The best and the brightest use advisors and experts. In fact, one could say that they are the best and the brightest because they utilized trusted advisors throughout their careers. Whether in business, sports, entertainment, academia, or politics–expert help is a fundamental enabler of success. That means that the demand for expert advice will grow and the competition will increase for such help. This isn't a matter of "certificates" and "universities," it's a matter of specific skill and behavioral sets that create a trusting bond and reliance. Trusted advisors are beyond coaches—they are comprehensive resources and supporters. The Modern Trusted Advisor employs important mastery traits, such as subordinating ego, applying shared experiences, and managing emotional, mental, and intellectual health. We are entering a world of “no normal” today and leaders must inspire others daily. This is the book that prepares you to inspire those leaders.

Most salespeople lose the deal before they ever get started! It isn't uncommon for the customer to have already made a decision before most salespeople even learn of the opportunity. Most salespeople have to beat the preferred competitor by a significant margin just to be considered equivalent. Don't you wish that you could be the preferred vendor in all of your opportunities? Selling is a difficult career in which to make a living; it is not uncommon to have the commission check denied before the salesperson even gets a chance to win. Analysis of thousands of sales situations has made it phenomenally obvious that most salespeople begin their sales campaign so late in the decision-making process that they are virtually guaranteed to lose the order. To make matters worse, when they do start the campaign early enough, most salespeople do not know how to control the prospect adequately so that they can guarantee their victory. Typical turnover for a sales department is 10-20%. Many companies see turnover that approaches 40-60%! This turnover costs them 50% of their revenue-generating capability. In any organization that exceeds 25% turnover, the loss of trust with the customer can be astounding as the new salesperson tries to rebuild the entire relationship. In any given quarter dozens or hundreds of companies do not make their forecasted numbers and are dramatically punished by Wall Street. This book will provide the management of a company with a framework to teach their salespeople how to attain their quotas with higher profits. It will also allow salespeople to rise to the top of their organization and be the super-achievers who win awards, trips, bonuses, and respect. In this book, I will show you how to eliminate your competition and maximize your commission.

Sales based on trust are uniquely powerful. Learn from Charles Green, co-author of the bestseller The Trusted Advisor how to deserve and, therefore, earn a buyer’s trust. Buyers prefer to buy from people they trust. However, salespeople are often mistrusted. Trust-Based Selling shows how trust between buyer and seller is created and explains how both sides benefit from it. Heavy with practical examples and suggestions, the book reveals why trust goes hand-in-hand with profit; how trust differentiates you from other sellers; and how to create trust in negotiations, closings, and when answering the six toughest sales questions. Trust-Based Selling is a must for anyone in sales, is especially invaluable for sellers of complex, intangible services.

Are some technically competent professionals who work hard and long hours 'true professionals' or are they just cruisers? In this deeply illuminating call to arms, David Maister, the world's premier consultant to professional service firms, vigorously challenges individuals to examine closely the meaning of their work and reach beyond their grasp. The pursuit of the highest standards, Maister argues, is the primary road to commercial success. He presents a visionary reconception of professionalism that encompasses a lifelong dedication to self--improvement, a personal commitment to excellence, and a true spirit of service to clients. Looking first at the individual professional, Maister dares those good corporate citizens who 'do their duty' to discover what they truly love to do. Turning to the institution, Maister focuses on what he calls the 'instability' of professional service firms today, and offers advice on how to invest in skill building. David Maister's message is a recipe for success and for professional satisfaction making TRUE PROFESSIONALISM a worthy successor to his previous writings.

The USA Today bestseller by the star sales speaker and author of The Sales Blog that reveals how all salespeople can attain huge sales success through strategies backed by extensive research and experience. Anthony Iannarino never set out to become a salesman, let alone a sales manager, speaker, coach, or writer of the most prominent blog about the art and science of great selling. He fell into his profession by accident, as a day job while pursuing rock-and-roll stardom. Once he realized he'd never become the next Mick Jagger, Iannarino turned his focus to a question that's been debated for at least a century: Why are a small number of salespeople in any field hugely successful, while the rest get mediocre results at best? The answer is simple: it’s not about the market, the product, or the competition—it’s all about the seller. And consequently, any salesperson can sell more and better, all the time. Over twenty-five years, Iannarino has boiled down everything he's learned and tested into one convenient book that explains what all successful sellers, regardless of industry or organization, share: a mind-set of powerful beliefs and a skill-set of key actions, including... ·Self-discipline: How to keep your commitments to yourself and others. ·Accountability: How to own the outcomes you sell. ·Competitiveness: How to embrace competition rather than let it intimidate you. ·Resourcefulness: How to blend your imagination, experience, and knowledge into unique solutions. ·Storytelling: How to create deeper relationships by presenting a story in which the client is the hero and you're their guide. ·Diagnosing: How to look below the surface to figure out someone else's real challenges and needs. Once you learn Iannarino's core strategies, picking up the specific tactics for your product and customers will be that much easier. Whether you sell to big companies, small companies, or individual consumers, this is the book you'll turn to again and again for proven wisdom, strategies, and tips that really work.

This new edition gathers more than 22 experts to outline the theory behind consulting, providing insight into change processes and management issues in the field. The business of consulting has grown faster than most other businesses, due not only to increased demand by clients, but also to the innovative capabilities of numerous consulting firms as they develop new services. Divided into six parts, the book introduces readers to the consulting industry, addressing the major practice areas, contexts, and implementations of the field. Significant updates detail the effect of the economic troubles between 2004 and 2010 and then 2010 and now; analyze the market response to consulting in recent years; and provide a more thorough understanding of how consulting is applied in the different areas of a business, such as operations, marketing, and finance. Introductions written by the editors offer further insight into the themes and learning goals of each section, helping readers to recognize the elements of a successful consultation, and utilize their new skill set. The text concludes with a look at the future of consulting with regards to ethics standards and how strong manager-client relationships contribute to financial growth. Readers will also learn how the developing field of entrepreneurship creates new economic structures and job opportunities. Practitioners, consultants, clients, faculty, and students of business and management will learn not only how to consult, but also gain the skills needed to adapt to and lead organizational change, giving them a competitive edge when they enter the field.

A comprehensive guide to living trusts, with expert financial and legal guidance The Living Trust Advisor is an expert guide for both advisors and their clients on the complex process of establishing, living with, and maintaining a living trust. Written by renowned family inheritance attorney Jeffrey L. Condon, this book discusses the various aspects of this important document, and shows you how to manage a seamless transfer of assets to various beneficiaries. This new second edition has been fully updated and revised to reflect the extensive changes to the Estate Tax Law that have taken place since the initial publication, giving you the most up-to-date information and guidance on preserving your wealth and helping your heirs avoid estate tax liability. You'll develop a vision for your trust before you ever meet with an attorney or other key players, and learn how to establish and maintain a trust that remains rock-solid for your lifetime and beyond. As the living trust has replaced the will as the primary means of settling after-death estates, clear guidance and current legal information is of utmost importance for advisors and clients alike. This book is a valuable resource for every stage of planning and execution, helping you ensure that you provide for your beneficiaries the way you intend. Know what to think about before your first meeting with a lawyer Establish and manage your living trust to carry out your wishes Identify potential inheritance problems and build solutions into the trust Distribute assets to future generations, and protect them after the transfer Dealing with complex financial and legal issues while facing our own mortality is a difficult task, but making these decisions is critical to the future outcome of your estate. The Living Trust Advisor expertly guides you through the process so you can be confident that your wishes will be carried out.

The Instant New York Times Bestseller and TikTok Sensation! As seen on THE VIEW! A BuzzFeed Best Summer Read of 2021 When a fake relationship between scientists meets the irresistible force of attraction, it throws one woman's carefully calculated theories on love into chaos. As a third-year Ph.D. candidate, Olive Smith doesn't believe in lasting romantic relationships--but her best friend does, and that's what got her into this situation. Convincing Anh that Olive is dating and well on her way to a happily ever after was always going to take more than hand-wavy Jedi mind tricks: Scientists require proof. So, like any self-respecting biologist, Olive panics and kisses the first man she sees. That man is none other than Adam Carlsen, a young hotshot professor--and well-known ass. Which is why Olive is positively floored when Stanford's reigning lab tyrant agrees to keep her charade a secret and be her fake boyfriend. But when a big science conference goes haywire, putting Olive's career on the Bunsen burner, Adam surprises her again with his unyielding support and even more unyielding...six-pack abs. Suddenly their little experiment feels dangerously close to combustion. And Olive discovers that the only thing more complicated than a hypothesis on love is putting her own heart under the microscope.

Learn what works and what doesn't work in selling today. The authors illustrate how to meet buyer's needs and increase sales numbers.

As today's headlines remind us, trust is the hot-button issue in business today, especially for investors, managers, workers, and consumers. More than ever before, the success of an organization depends on leadership that fosters strong connections across teams and among bosses, colleagues, and subordinates. Companies are in urgent need of trusted leaders, but how can managers meet that need? "Be trustworthy" is the short, logical answer, of course. But being trustworthy and building trust in an organization are not one and the same thing. The former is an inherent part of a person; the latter requires developed talent and considerable skill. Based on highly specific research and experience that covers a wide spectrum of managers and organizations, The Trusted Leader identifies the three critical types of trust that leaders need to master: strategic trust, organizational trust, and personal trust. It introduces a practical and effective formula for building organizational confidence, and provides a unique analysis of the obstacles to trust and the sources of resistance to the building of trust inside organizations. Through a series of interactive exercises, executives will learn how to determine where trust is missing and how it can be supplemented in people, departments, and even whole companies. Perhaps most timely are the book's series of diagnostic tools and skills that help executives rebuild trust that has been broken or betrayed. As business insiders and authors Robert Galford and Anne Seibold Drapeau show, trust inside a company provides focus, fuels passion, fosters innovation, and helps employers to hire and retain the best employees. Trust inside, the authors argue, also builds trust outside by gaining credibility with today's skeptical consumer. Trust is all too frequently overlooked in other leadership books, and is even more important today as companies face uncertain customer demands and the pressures to compete successfully in a whiplash market. Crises, restructurings, mergers, downturns, and executive departures are often trust-destroyers. The Trusted Leader examines those defining moments, and helps leaders turn such situations into trust-building experiences, creating a culture and legacy of trust throughout the organization at large. Rich in true stories, examples, and practical advice, The Trusted Leader guides leaders on how to climb the ladder of trust and how to secure their legacy as trusted leaders. For managers of all levels, The Trusted Leader is the only comprehensive guide for building trust inside an organization -- the key to every company's long-term survival and success.

The Long-Awaited Update for Building a Thriving Consultancy Completely updated for today’s busier-than-ever consultants, this classic guide covers the ins and outs for competing and winning in this ultracompetitive field. You’ll find step-by-step advice on how to raise capital, attract clients, create a marketing plan, and grow your business into a $1 million-per-year firm, plus brand-new material on: Blogging and social networking Global consulting Delegating labor Profiting in a troubled market Retainer business Internet marketing Praise for the previous editions of Million Dollar Consulting: “If you’re interested in becoming a rich consultant, this book is a must read.” Robert F. Mager, founder and president, Mager Associates, and member of the Training & Development Hall of Fame “Blast out of the per diem trap and into value billing.” Jim Kennedy, founder, publisher, and editor, Consultants News “The advice on developing price structure alone is worth a hundred times the price of the book.” William C. Byham, Ph.D., author of Zapp! “Must reading for those who are beginning a practice or seeking to upgrade an existing practice.” Victor H. Vroom, John G. Searle Professor, School of Management, Yale University

Acquiring new clients is hard! So why not switch to a strategy that will allow you to sell more to existing clients? If you want grow your sales, the quickest way to do that is to upsell your existing clients. One study showed that you can increase your sales by up to 30% by simply selling more to your existing clients. Make upselling a primary sales strategy and a crucial part of your sales process! In this book, Victor Antonio will show you various upselling strategies to help you sell more, quickly.

Professional service firms differ from other business enterprises in two distinct ways: first they provide highly customised services thus cannot apply many of the management principles developed for product-based industries. Second, professional services are highly personalised, involving the skills of individuals. Such firms must therefore compete not only for clients but also for talented professionals. Drawing on more than ten years of research and consulting to these unique and creative companies, David Maister explores issues ranging from marketing and business development to multinational strategies, human resources policies to profit improvement, strategic planning to effective leadership. While these issues can be complex, Maister simplifies them by recognising that 'every professional service firm in the world, regardless of size, specific profession, or country of operation, has the same mission statement: outstanding service to clients, satisfying careers for its people and financial success for its owners.'

Beside talent and a sterling portfolio, what can world-class consultants like Deloitte & Touche, Societe General and Towers Perrin boast has helped them achieve success in our entrepreneurial economy? They all have the inside track on the indispensable "Trusted Advisor" model for client relationships, created by renowned experts Charles Green and Robert Galford. Now Green and Galford have teamed up with the acclaimed David Maister in order to help their latest high-profile, fast-forward client: you. In this straightforward guide, Maister, Green and Galford show readers that the key to professional success goes well beyond technical mastery or expertise. Today, it's all about the vital ability to earn the client's trust and thereby win the ability to influence them. In these high risk times, trust is more valuable than gold. With this critical, highly detailed and accessible resource, readers will learn the five crucial steps for developing, managing and improving client confidence. For both emerging and established entrepreneurs and consultants, THE TRUSTED ADVISOR is the first truly indispensable business book of the decade.

Managing people when you're not their boss is a challenge, particularly in professional service firms where, increasingly, top professionals are being tapped to lead their peers. Now Patrick McKenna and David Maister provide a 'play book' for professionals trying to be both a team member and coach. In industies ranging from banking and insurance to law and engineering, as well as in research labs and software companies, management responsibility is increasingly delegated - usually without guidance - to those who head up smaller teams of professionals. FIRST AMONG EQUALS speaks directly to those who have gone from focusing on their own performance to being a group manager in charge of leading others. From understanding the group leader role to setting terms of reference and effectively dealing with talented prima donnas, McKenna and Maister present a thorough introduction to managing and orchestrating talent.

A practical guide to being a trusted advisor for leaders in any industry In this hands-on successor to the popular book The Trusted Advisor, you'll find answers to pervasive questions about trust and leadership—such as how to develop business with trust, nurture trust-based relationships, build and run a trustworthy organization, and develop your trust skill set. This pragmatic workbook delivers everyday tools, exercises, resources, and actionable to-do lists for the wide range of situations a trusted advisor inevitably encounters. The authors speak in concrete terms about how to dramatically improve your results in sales, relationship management, and organizational performance. Your success as a leader will always be based on the degree to which you are trusted by your stakeholders. Each chapter offers specific ways to train your thinking and your habits in order to earn the trust that is necessary to be influential, successful, and known as someone who makes a difference. Self-administered worksheets and coaching questions provide immediate insights into your current business challenges Real-life examples demonstrate proven ways to "walk the talk" Action plans bridge the gap between insights and outcomes Put the knowledge and practices in this fieldbook to work, and you'll be someone who earns trust quickly, consistently, and sustainably—in business and in life.

The Expert Guide from Kaplan for 2021 entry One test stands between you and a place at the medical school of your dreams: the UCAT. With 1,500 questions, test-like practice exams, a question bank, and online test updates, Kaplan’s Score Higher on the UCAT, sixth edition, will help build your confidence and make sure you achieve a high score. We know it's crucial that you go into your UCAT exam equipped with the most up-to-date information available. Score Higher on the UCAT comes with access to additional online resources, including any recent exam changes, hundreds of questions, an online question bank, and a mock online test with full worked answers to ensure that there are no surprises waiting for you on test day. The Most Practice 1,500 questions in the book and online—more than any other UCAT book Three full-length tests: one mock online test to help you practise for speed and accuracy in a test-like interface, and two tests with worked answers in the book Online question bank to fine-tune and master your performance on specific question types Expert Guidance The authors of Score Higher on the UCAT have helped thousands of students prepare for the exam. They offer invaluable tips and strategies for every section of the test, helping you to avoid the common pitfalls that trip up other UCAT students. We invented test preparation—Kaplan (www.kaptest.co.uk) has been helping students for 80 years. Our proven strategies have helped legions of students achieve their dreams.

Praise for The Living Trust Advisor "The Living Trust Advisor is a necessary survival guide in the inheritance arena for every American in these turbulent economic times." --Congressman Thaddeus McCotter "Living trusts can be the most important part of an estate plan-saving time and money by reducing or eliminating estate taxes and by avoiding probate. For all those who have or are considering a living trust, The Living Trust Advisor is an invaluable source and an essential tool for any estate plan. Your beneficiaries will thank you." --Angelique M. Neal, former attorney with the IRS, Office of Chief Counsel, Los Angeles "In The Living Trust Advisor Jeffrey Condon not only shows how to make the baffling world of trusts work for the average person, but gives invaluable advice on navigating the complex web of family emotions that inevitably come to the surface in estate planning. His expert advice and guidance should be on the bookshelf of anyone who needs more than just a basic will." --Brian J. O'Connor, Personal Finance Editor, The Detroit News "Jeffrey Condon bonds with the reader on a level that encourages our complete trust in his trust instructions. In this book, he wisely walks readers through all of the pitfalls, tax implications, changes that may occur, and subsequent legal implications. The Living Trust Advisor is a fine and entertaining read as well as an indispensable resource for everyone in need of advice and compassion in making a will or a trust." ---Grady Harp, Reviewer for Amazon, Barnes and Noble, Powells, Reuters, USA Today, and Blogging Authors, Author of War Songs, and contributor of essays to museum catalogues

This indispensable sales tool shows you the ropes of lead qualification, the RFP process, and needs analysis and discovery, and explains how your technical know-how can add invaluable leverage to sales efforts at every step. You learn how to plan and present the perfect pitch, demonstrate products effectively, build customer relationship skills, handle objections and competitors, negotiate prices and contracts, close the sale, and so much more.

This guide details how to gain and keep trust in sales, business, and life. Gitomer, an executive salesman, author, and seminar speaker, discusses definitions and elements of trust; the characteristics of trustworthy people; how to trust; how to gain trust in business and sales situations; and losing trust and its ramifications. He also explains how to become a trusted advisor.

From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

Bestselling author David Maister teams up with Charles H. Green and Robert M. Galford to bring us the essential tool for all consultants, negotiators, and advisors. In today's fast-paced networked economy, professionals must work harder than ever to maintain and improve their business skills and knowledge. But technical mastery of one's discipline is not enough, assert world-renowned professional advisors David H. Maister, Charles H. Green, and Robert M. Galford. The key to professional success, they argue, is the ability to earn the trust and confidence of clients. To demonstrate the paramount importance of trust, the authors use anecdotes, experiences, and examples -- successes and mistakes, their own and others' -- to great effect. The result is an immensely readable book that will be welcomed by the inexperienced advisor and the most seasoned expert alike.

Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller The Challenger Sale, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents proves that the "dazzle factor" is wildly overrated—it simply doesn't predict repeat sales, share of wallet, or positive wordof-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don't want to be "wowed"; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in--and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? The Effortless Experience takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the "dazzle factor" fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

Chamine exposes how your mind is sabotaging you and keeping your from achieving your true potential. He shows you how to take concrete steps to unleash the vast, untapped powers of your mind.

An arsenal of powerful questions that will transform every conversation Skillfully redefine problems. Make an immediate connection with anyone. Rapidly determine if a client is ready to buy. Access the deepest dreams of others. Power Questions sets out a series of strategic questions that will help you win new business and dramatically deepen your professional and personal relationships. The book showcases thirty-five riveting, real conversations with CEOs, billionaires, clients, colleagues, and friends. Each story illustrates the extraordinary power and impact of a thought-provoking, incisive power question. To help readers navigate a variety of professional challenges, over 200 additional, thought-provoking questions are also summarized at the end of the book. In Power Questions you'll discover: The question that stopped an angry executive in his tracks The sales question CEOs expect you to ask versus the questions they want you to ask The question that will radically refocus any meeting The penetrating question that can transform a friend or colleague's life A simple question that helped restore a marriage When you use power questions, you magnify your professional and personal influence, create intimate connections with others, and drive to the true heart of the issue every time.

This is a book about gaining influence and becoming a key trusted advisor. It is for everyone who advises leaders and senior managers (accounting, finance, human resources, IT, law, marketing, public relations, security, and strategic planning) and for outside consultants in these functional staff areas. It's also for operations people yearning to finally be heard and heeded by their boss.

The first ever playbook for B2B salespeople on how to win clients and customers who are already being serviced by your competition, from the author of The Only Sales Guide You'll Ever Need and The Lost

Art of Closing. Like it or not, sales is often a zero-sum game: Your win is someone else's loss. Most salespeople work in mature, overcrowded industries, your offerings perceived (often unfairly) as commodities. Growth requires taking market share from your competitors, while they try to do the same to you. How else can you grow 12 percent a year in an industry that's only growing by 3 percent? It's not easy for any salesperson to execute a competitive displacement--or, in other words, "eat their lunch." You might think this requires a bloodthirsty "whatever it takes" attitude, but that's the opposite of what works. If you act like a Mafia don, you only make yourself difficult to trust and impossible to see as a long-term partner. Instead, this book shows you how to find and maintain a long-term competitive advantage by taking steps like: ranking prospective new clients not by their size or convenience to you, but by who stands to gain the most from your solution. understanding the different priorities for everyone in your prospect's organization, from the CEO to the accountants, and addressing their various concerns. developing a systematic contact plan for all those different stakeholders so you can win over the right people at the organization in the optimal sequence. Your competitors may be tough, but with the strategies you'll discover in this book, you'll soon be eating their lunch.

In this 2nd edition of the book, Matt focuses on the post-digital world driven by technology where power shifts to the buyer. Chances are when you arrive for the sales meeting, the prospect already knows more about you than you do about them. However, with technology comes opportunity. Today's buyer is overwhelmed with data and information and they need help - they need a trusted advisor. Trusted advisors: Get to "yes" faster Keep their products sold Stay embedded during the "budget" cuts Have more referrals Have higher customer satisfaction In this book, you will learn from the years of research, observation and personal experiences of Matthew Hudson and Mark Hunter. They have spent decades immersed in the sales industry and have taught the concepts in this book to companies with amazing results. If you follow the principles outlined here, you will get more than a sale. You also will get trusted advisor status.

Dave Ramsey explains those scriptural guidelines for handling money.

Secure your Amazon Web Services (AWS) infrastructure with permission policies, key management, and network security, along with following cloud security best practices Key FeaturesExplore useful recipes for implementing robust cloud security solutions on AWSMonitor your AWS infrastructure and workloads using CloudWatch, CloudTrail, config, GuardDuty, and MaciePrepare for the AWS Certified Security-Specialty exam by exploring various security models and compliance offeringsBook Description As a security consultant, securing your infrastructure by implementing policies and following best practices is critical. This cookbook discusses practical solutions to the most common problems related to safeguarding infrastructure, covering services and features within AWS that can help you implement security models such as the CIA triad (confidentiality, integrity, and availability), and the AAA triad (authentication, authorization, and availability), along with non-repudiation. The book begins with IAM and S3 policies and later gets you up to speed with data security, application security, monitoring, and compliance. This includes everything from using firewalls and load balancers to secure endpoints, to leveraging Cognito for managing users and authentication. Over the course of this book, you'll learn to use AWS security services such as Config for monitoring, as well as maintain compliance with GuardDuty, Macie, and Inspector. Finally, the book covers cloud security best practices and demonstrates how you can integrate additional security services such as Glacier Vault Lock and Security Hub to further strengthen your infrastructure. By the end of this book, you'll be well versed in the techniques required for securing AWS deployments, along with having the knowledge to prepare for the AWS Certified Security – Specialty certification. What you will learnCreate and manage users, groups, roles, and policies across accountsUse AWS Managed Services for logging, monitoring, and auditingCheck compliance with AWS Managed Services that use machine learningProvide security and availability for EC2 instances and applicationsSecure data using symmetric and asymmetric encryptionManage user pools and identity pools with federated loginWho this book is for If you are an IT security professional, cloud security architect, or a cloud application developer working on security-related roles and are interested in using AWS infrastructure for secure application deployments, then this Amazon Web Services book is for you. You will also find this book useful if you’re looking to achieve AWS certification. Prior knowledge of AWS and cloud computing is required to get the most out of this book.

The real-world guide to selling your services and bringing in business How Clients Buy is the much-needed guide to selling your services. If you're one of the millions of people whose skills are the 'product,' you know that you cannot be successful unless you bring in clients. The problem is, you're trained to do your job—not sell it. No matter how great you may be at your actual role, you likely feel a bit lost, hesitant, or 'behind' when it comes to courting clients, an unfamiliar territory where you're never quite sure of the line between under- and over-selling. This book comes to the rescue with real, practical advice for selling what you do. You'll have to unlearn everything you know about sales, but then you'll learn new skills that will help you make connections, develop rapport, create interest, earn trust, and turn prospects into clients. Business development is critical to your personal success, and your skills in this area will dictate the course of your career. This invaluable guide gives you a set of real-world best practices that can help you become the rainmaker you want to be. Get the word out and make productive connections Drop the fear of self-promotion and advertise your accomplishments Earn potential clients' trust to build a lasting relationship Scrap the sales pitch in favor of honesty, positivity, and value Working in the consulting and professional services fields comes with difficulties not encountered by those who sell tangible products. Services are often under-valued, and become among the first things to go when budgets get tight. It is now harder than ever to sell professional services, so your game must be on-point if you hope to out-compete the field. How Clients Buy shows you how to level up and start winning the client list of your dreams.

Sales and Sales Engineering leaders across the world have used the Trusted Advisor label hundreds of times over the past twenty years. Yet it really doesn't mean that much without a lot of explanation. You may be thinking about some of these questions right now. Becoming a Trusted Advisor is not as simple as it sounds, which is why so many organizations either never try, or make a half-hearted effort. Trusted Advisor - two words, five syllables and fifteen letters hide a massive complexity. For the first time ever, there is now a book specifically designed to start the individual Sales Engineer on the journey to becoming a Trusted Advisor. Section One covers how to define and actually measure trust with your clients. Section Two looks at the practical aspects involved in building trust through Discovery, Presentations, Demos and all the other standard activities of an SE. Section Three examine how to get started and put it all into practice - both for individuals and for SE teams. This is not one of those tiny 40 page eBooks.

It's over 150 pages of thoughts, ideas, best practices and real life examples based on dozens of clients and thousands of students who have already taken the workshop.** Note the 2020 Paperback version is a reformatted version of the original eBook with a only few minor edits and updates. **