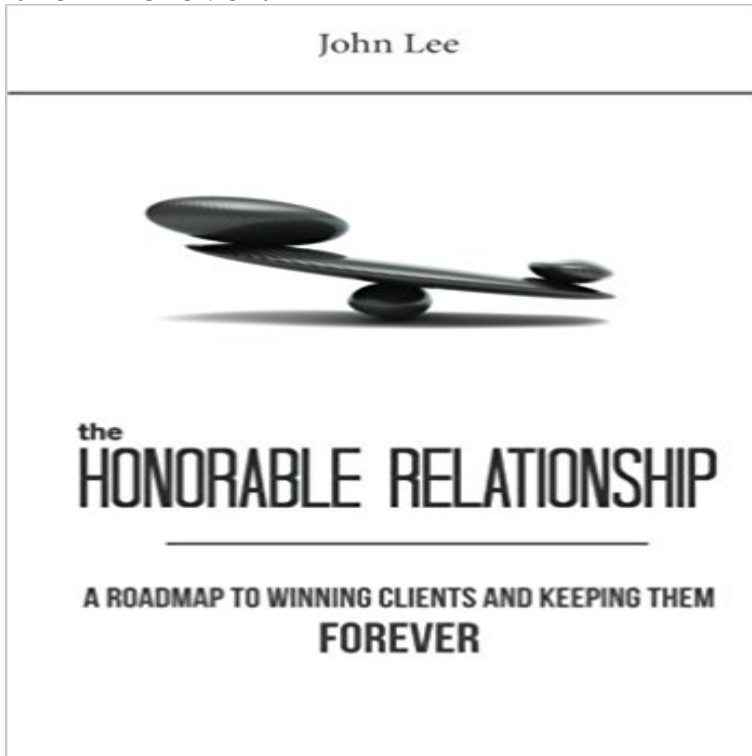


The Honorable Relationship: A roadmap to winning clients and keeping them forever.



Why do people buy what they buy, and how can you find out what drives that decision? How can you bulletproof your business relationships against pricing changes, market volatility or competitor actions? What can you do to create a long-lasting competitive advantage over the market? The fundamentals of sales are still as effective as ever, they've just been hijacked by the accessories of modern business. Procurement departments, request for proposals, service level agreements, overly complicated contracts and other accepted business norms have all conspired to keep seller and customer at odds. The Honorable Relationship takes a back-to-basics look at the fundamental drivers of business. You'll rediscover how trust, leveraging relationships and a comprehensive knowledge of "use value" can form a fresh, successful strategy for attracting new customers and nurturing old ones. The Honorable Relationship cuts through the jargon that passes for today's forward business thinking and takes you through proven methods and case studies that will improve your revenue generation and your reputation for integrity and excellence. So much hype? Open to any chapter and decide for yourself.

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