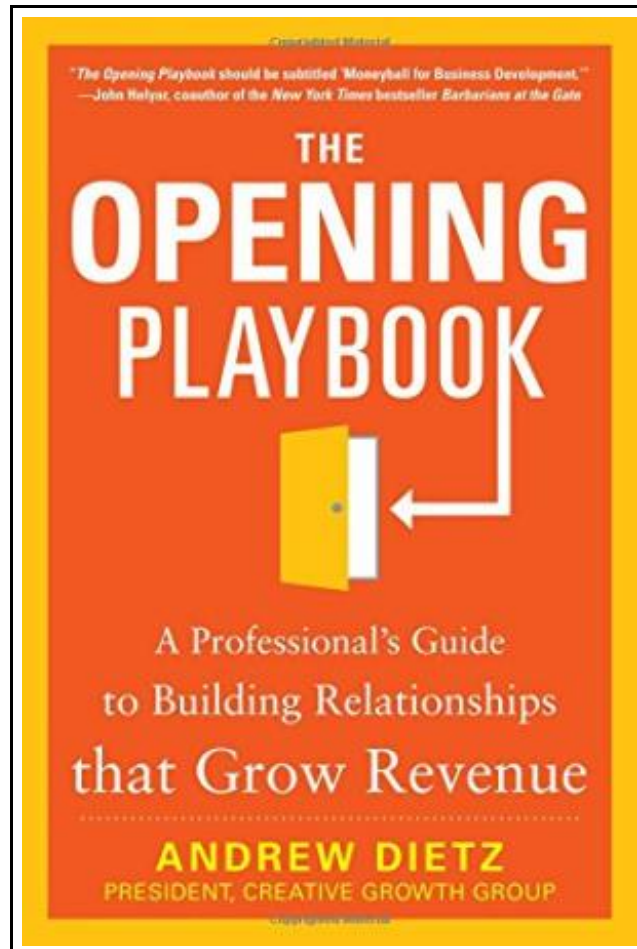


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Opening Playbook: A Professional's Guide to Building Relationships That Grow Revenue, Andrew Dietz, This is your game plan for winning business relationships. Just like a football game, client building requires a solid strategy executed by a series of well-designed plays. While the ultimate objective of a sports team is to put points on the board, the plays are designed to systematically get the team into scoring position. The score itself - a touchdown, a goal, a home run - is the closing play. But you can't get there without great opening plays. In the world of business development and sales, getting into scoring position means being in the room with decision makers and influencers - and that's what The Opening Playbook helps you to do. Business development guru Andrew Dietz takes you step-by-step through the process of getting yourself into the ideal position to sell your services, whether you're a one-person operation or work for a major firm. Taking on the role of your coach, Dietz shows you "game footage" of Sam Wentworth, a law firm associate on the cusp of becoming a partner. But first he has to prove himself on the field of play by demonstrating his business development abilities. Meanwhile, the play clock is getting close to zero. Throughout The Opening Playbook, Dietz stops the film at critical points, showing you where Sam succeeds and where he trips up. He provides the powerful opening-drive plays (best practices for establishing authentic business relationships), analyzes the defense (obstacles in the way of the success), and suggests audibles (on-the-spot tactical modifications to answer unplanned-for challenges). The team with the best plan usually wins the day. Put yourself several steps ahead of the competition and develop winning business relationships with The...



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