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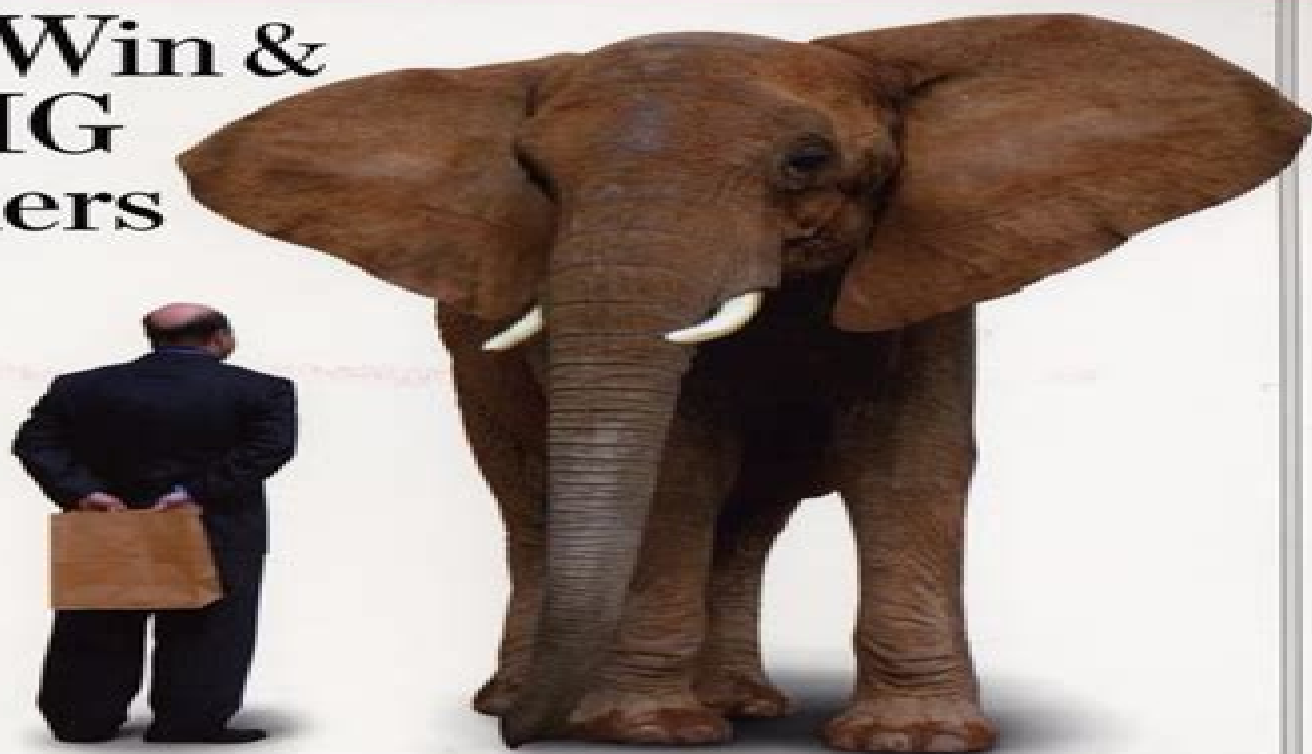
—Jeffrey Gitomer, author of *The Little Red Book of Selling* and *The Sales Bible*

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Bag the Elephant!

How to Win &
Keep BIG
Customers

Steve
Kaplan
author of
*Be the
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Bag The Elephant How To Win And Keep Big Customers

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Bag the Elephant, 2010 Bag the Elephant Steve Kaplan, 2008-03-04 Now available in paperback Steve Kaplan's *Bag the Elephant* is the New York Times Wall Street Journal USA Today and Business Week bestseller that has received praise from around the business community Steve Kaplan's elephant strategy is right on the money as long as you're willing to roll up your sleeves and go to work Daniel M Snyder Owner Chairman of the Board The Washington Redskins Kaplan shows you how to think BIG act BIG and win BIG Jeffrey Gitomer author of *The Little Red Book of Selling* A terrific read From now on when I think about building business and sales there's no way I'll ever forget the Elephant Harvey Mackay author of *Swim with the Sharks Without Being Eaten Alive* *Bag the Elephant* is all about how smart businesspeople can woo and keep those all important elephants the big make or break customers Like its companion the New York Times bestseller *Be the Elephant* it is filled with dynamic advice and real life examples delivered in an energetic straight shooting fashion that gets right to the core of its powerful idea how to land the account that will put you over the top Here are six keys to achieving the elephant mindset and understanding the big customer How to map and use a big company's red tape to your advantage Why the elephant needs you as much as you need it Preparing yourself and your pitch How to negotiate with elephants without losing your profit margins And how to avoid the five killer mistakes from mismanaging client expectations to losing sight of the numbers For small business owners entrepreneurs executives and sales people stalking and landing an elephant can be the most profitable adventure of your life and Kaplan explains everything you need to know Bag the Elephant! How to Win & Keep BIG Customers, 2017 **Summary: Bag the Elephant** BusinessNews Publishing, 2013-02-15 The must read summary of Steve Kaplan's book *Bag the Elephant How to Win and Keep Big Customers* This complete summary of the ideas from Steve Kaplan's book *Bag the Elephant* shows the merits of acquiring and retaining big clients to grow your business In fact working with fewer big customers has many advantages over working with many small ones ranging from being more cost effective being more focused being able to build lasting relationships and reduce advertising spend These elephants of the business world are hard to acquire and a successful contract is contingent on an effective game plan which must contain the following four elements 1 Develop the right business mindset 2 Have an appropriate sales strategy 3 Leverage your big business clients and take full advantage of them 4 Avoid the five killer mistakes which could mitigate your success The summary is logically divided into the above key points ending with the five mistakes which should be avoided all costs from biting off more than you can chew to keeping all your eggs in one basket Added value of this summary Save time Understand key concepts Increase your business knowledge To learn more read *Bag the Elephant* and discover a series of simple checklists and structured guidelines that will help anyone who wishes to acquire and retain the best clients for their company

The Sales Gurus Andrew Clancy, Soundview Executive Book Summaries Eds., 2013-02-26 Since 1978 Soundview Executive Book Summaries has offered its subscribers condensed versions of the best business books published each year. Focused, insightful, and practical Soundview's summaries have been acclaimed as the definitive selection service for the sophisticated business book reader. Now Soundview is bringing together summaries of eighteen classic and contemporary sales books, including seven never before published summaries. Here in one easy-to-digest volume is just about everything you ever wanted to know about sales. The summarized titles cover every aspect of superior salesmanship from some of the most acclaimed and legendary sales gurus. For instance, Brian Tracy gives new and experienced salespeople additional ways to improve their numbers in *Be A Sales Superstar*. Tom Hopkins provides advice and encouragement to transform the average salesperson into a champion in *How to Master the Art of Selling*. Chet Holmes presents his twelve key strategies for doubling sales in any company in *The Ultimate Sales Machine*. Zig Ziglar bridges the past and present of sales strategy in *Ziglar on Selling*. John Maxwell explains *The Winning Attitude*. Marc Miller helps sales professionals eliminate the adversarial stigma in *A Seat at the Table*. The collective wisdom contained in *The Sales Guru* can help any salesperson on his or her journey to becoming a sales guru.

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Designing Commercial Interiors Christine M. Piotrowski, 2025-02-11 Practical comprehensive resource for commercial interior design covering research execution safety sustainability and legal considerations Designing Commercial Interiors explores the entire design process of commercial projects from planning to execution to teach the vital considerations that will make each project a success This book delivers a solid understanding of the myriad factors in play throughout designing restaurants offices lodging retail and healthcare facilities Updates to the newly revised Fourth Edition include changes to office space design to promote flexibility post pandemic considerations for work and interior design the latest industry certification requirements sustainable design considerations and safety legal codes Updated supplemental instructor s resources including a revised instructor s manual with sample test questions and exercises are available on the companion website A list of terms fundamental to each chapter has also been added at the end of each chapter Other topics covered in Designing Commercial Interiors include A thorough review of relevant design and research skills and methods How the global marketplace shapes designers business activities Product specification principles WELL and LEED certification and credentials Accessible design in facilities elements of evidence based design and adaptive reuse Project manager responsibilities working with stakeholders and special considerations for executive level clients Project delivery methods including design bid build design build and integrated design Designing Commercial Interiors is an authoritative and complete reference on the subject for university and community college students in programs related to interior design and those preparing for the NCIDQ exam The text is also valuable as a general reference for interior designers less familiar with commercial interior design

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