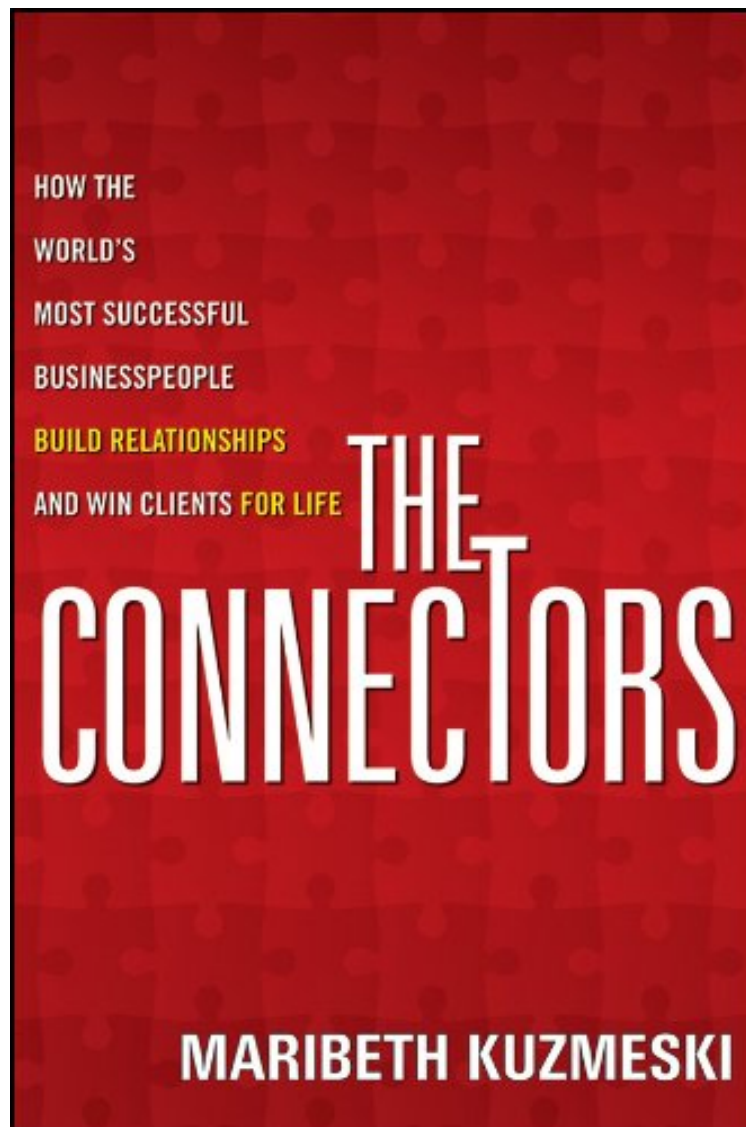


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## The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life

Maribeth Kuzmeski

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**Maribeth Kuzmeski : The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life:

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to be very helpful, especially with the marketing of Don't Miss the Boat. That is worth its weight in gold. It has many helpful inside hints and tips, and I think any serious student of the business who wants to serve the best interest of their clients and yet be profitable cannot go wrong by reading such a good book. Kudos to Maribeth Kuzmeski. I would without hesitation recommend her and her book to any group or any individual in the future. 0 of 0 people found the following review helpful. A Must Biz Read By echeese An outstanding book on how to build better, stronger business relationships. A must read for anyone looking to excell in Business. 0 of 0 people found the following review helpful. A good refresher course By Nicholas Assef This book was a good read, but I would probably position it as a refresher rather than one of those texts that stretches your mind / provides breakthrough thinking. Easy to get through.

Learn the relationship-building secrets that lead to lifelong clients, repeat customers, and endless referrals In today's commoditized marketplace, no matter what product or service you sell, there's probably someone somewhere able to offer it cheaper, faster, and maybe even better. So how do you differentiate yourself from your competitors? The Connectors shows that the only thing that truly sets you apart is the quality of your relationships with your clients and customers. Everyone knows that relationships are important in business. Yet most people would admit that their relationships could be bettermdash;but donrsquo;t spend time working on the underlying skills. This book explains how to develop better, more profitable connectionsmdash;as illustrated proven by some of the worldrsquo;s most successful professionals. Even if you're not a ldquo;people person,rdquo; you can dramatically grow your business or your career through a few simple approaches to relationship-building. The Connectors presents a five-step methodology that lead to lifelong clients, repeat customers, and endless referrals. Inside, you'll learn how to: Stop networking and start truly connecting Create an avalanche of referrals and an army of happy customers Become a "connector," even if yoursquo;ve never been a "people person" Find your social IQmdash;and improve it Put relationship-building principles to work daily Focus on others and reap the rewards yourself Ask the right questionsmdash;and sell without selling Differentiate yourself through the impact you have on others In The Connectors, Maribeth Kuzmeski, founder of Red Zone Marketing, LLC, and consultant to Fortune 500 firms, shows you how to build profitable, long-lasting business relationships.