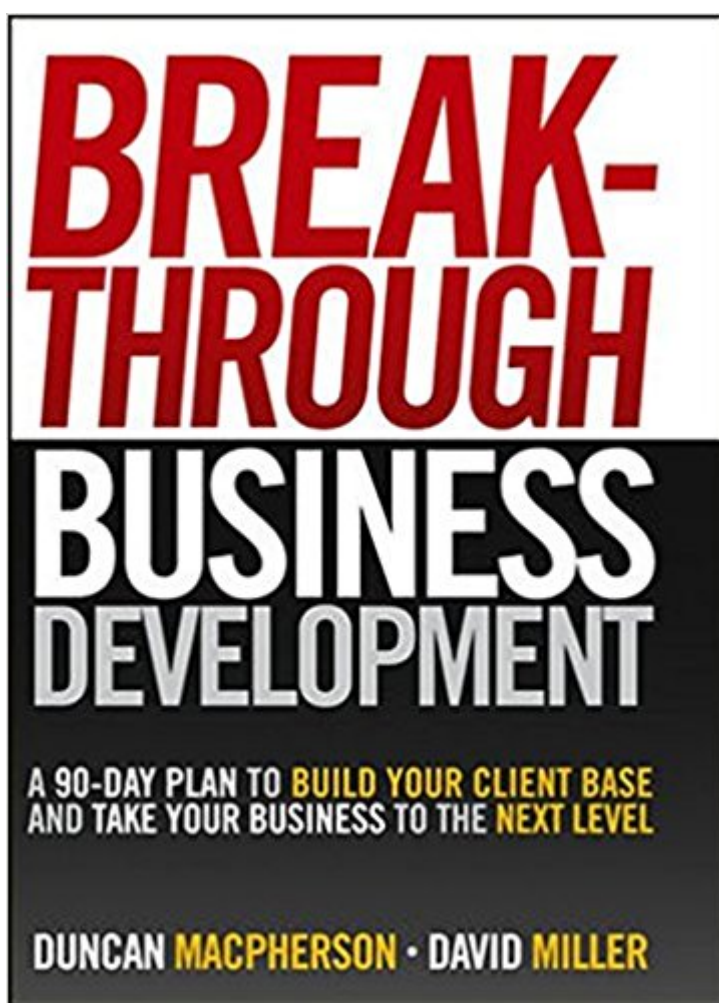


The book was found

Breakthrough Business Development: A 90-Day Plan To Build Your Client Base And Take Your Business To The Next Level



Synopsis

Increase Profits, Be more Organized, attract a Higher Quality & Quantity of Referrals, Run Your Business so That It Doesn't Run You, Take Your Business to the Next Level... With Breakthrough Business Development! Breakthrough Business Development shows you how to attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize your most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in your business. Praise for the Pareto System, Featured in Breakthrough Business Development. "I am just beside myself on the results gathered so far from instituting the Pareto System. I use an agenda for meetings now and have formulated a standard package given to new clients. Already I have sent out twenty thank-you cards to new referrals. I even got a referral from a referral if that makes sense. Some clients didn't know that I was still expanding my business. I am also finding advocates that I didn't classify as such. Opening twenty accounts in this short time span is amazing but already I have another ten leads in the pipeline. You guys were right, it does work." "We have been building client relationships for 45 years... Pareto Systems successfully helped us to pause and then guided us through the process of defining the appropriate business structure and systems which will strengthen and enhance our best client relationships. We are now focusing on a comprehensive, systematized program for select clients. The results have been amazing-client satisfaction is way up and so are revenues."

Book Information

Hardcover: 224 pages

Publisher: Wiley; 1 edition (September 4, 2007)

Language: English

ISBN-10: 047084096X

ISBN-13: 978-0470840962

Product Dimensions: 6.2 x 0.8 x 9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 9 customer reviews

Best Sellers Rank: #285,849 in Books (See Top 100 in Books) #68 in [Books > Textbooks >](#)

[Business & Finance > Sales](#) #838 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

Customer Reviews

FOR ENTREPRENEURS WHO "THINK FOR A LIVING," RUN YOUR BUSINESS SO THAT IT

DOESN'T RUN YOU TAKE YOUR BUSINESS TO THE NEXT LEVEL... WITH BREAKTHROUGH BUSINESS DEVELOPMENT If, as the Pareto Principle states, 80 percent of your business comes from 20 percent of your clients, do you have a process to ensure that you are investing 80 percent of your time with those most deserving clients? Achieving a business breakthrough is done by design, not by luck or chance. BREAKTHROUGH BUSINESS DEVELOPMENT offers a clear plan to take your business to the next level. It provides a proven system that will help you manage, build, and maximize your client relationships in just 90 days, while you run your business efficiently. The 12-week program is built on the four cornerstones of the STAR system: Strategic Analysis Targets and Goals Activities Reality Check These four simple, proven steps provide the what, the why and the how of running and building an efficient business. BREAKTHROUGH BUSINESS DEVELOPMENT includes forms and templates, through the authors' website, to help you create your own personalized business development plan for attracting and keeping valuable clients. BREAKTHROUGH BUSINESS DEVELOPMENT is ideally suited for every knowledge-for-profit entrepreneur: financial advisors, accountants, lawyers, insurance brokers, architects, engineers, medical professionals, contractors, mortgage brokers, professional services consultants, entrepreneurs and owners/managers of small and medium sized businesses – or anyone who "thinks for a living."

INCREASE PROFITS, BE MORE ORGANIZED, ATTRACT A HIGHER QUALITY & QUANTITY OF REFERRALS, RUN YOUR BUSINESS SO THAT IT DOESN'T RUN YOU, TAKE YOUR BUSINESS TO THE NEXT LEVEL... WITH BREAKTHROUGH BUSINESS DEVELOPMENT!

BREAKTHROUGH BUSINESS DEVELOPMENT shows you how to attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize your most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in your business. PRAISE FOR THE PARETO SYSTEM, FEATURED IN BREAKTHROUGH BUSINESS DEVELOPMENT "I am just beside myself on the results gathered so far from instituting the Pareto System. I use an agenda for meetings now and have formulated a standard package given to new clients. Already I have sent out twenty thank-you cards to new referrals. I even got a referral from a referral if that makes sense. Some clients didn't know that I was still expanding my business. I am also finding advocates that I didn't classify as such. Opening twenty accounts in this short time span is amazing but already I have another ten leads in the pipeline. You guys were right, it does work." Tampa, Florida "We have been building client relationships for 45 years ... Pareto Systems successfully helped us to pause and

then guided us through the process of defining the appropriate business structure and systems which will strengthen and enhance our best client relationships. We are now focusing on a comprehensive, systematized program for select clients. The results have been amazing; client satisfaction is way up and so are revenues." Toronto, Ontario

Before reading this book my financial practice had reached somewhat of a plateau. I would have to reach out to clients and constantly push product for new sales. This was a very inefficient way to go about business. I would be exhausted and irritable at the end of every work day. I was not enjoying my job. Then, I read this book. The idea that resonated with me the most was becoming the "trusted advisor". I changed my day to day activities from constantly pushing product to offering a relationship that would be mutually beneficial to my clients. Not only has business improved; clients contact me asking for investment advice, as well as personal advice! I am no longer exhausted from a typical day. In fact, I'm motivated every morning to go and interact with clients and strive to be their trusted advisor.

Not well written or edited. Too many mnemonic acronyms (SMART, DART, CAST, DRIP, FORM...) and too many "Laws" (Law of Approval, Lo Attraction, Lo Environment...). It is distracting from what might be good information.

Item arrived promptly. Looking forward to learning more from the business pro, Duncan MacPherson!

This is a must read book for financial advisors serious about reaching the top of their game.

So far good.

Great book to take your financial practice to the next level. Read it at least twice...it's concise and to the point.

Breakthrough Business Development: A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level Purchased the book and started reading immediately. First warning sign this was not a 5 star was the admission that nothing new was contained in this book. How right they were. The book while well written to give you reasons to address the more customer relationship

side of business development fails to provide the systematic approach inferred. Each chapter ends with a go to our website and download the templates (none to be found there, nor is the website monitored very well) or go to our other website for consulting services. The book appears to be a series of advertorials strung together to sell their products and services --I expected more from Wiley Publishers, maybe the editor was off that day. I would suggest if you're looking for something practical and implementable you look into *Get Clients Now!(TM): A 28-Day Marketing Program for Professionals, Consultants, and Coaches* or one of Alan Weiss's books on business development. While more expensive, a much richer source of ideas you can use.

I've enjoyed the ideas expressed in this book. A quick read, but some great information to consider and they offer worksheets on their website.

[Download to continue reading...](#)

Breakthrough Business Development: A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level
Lunch Box Recipes: Light Up Your Kids' Faces And Take Lunch To The Next Level With 49 Satisfying And Nutritious Lunch Box Recipes That Take Minutes to Make
Estate Planning for the Savvy Client: What You Need to Know Before You Meet With Your Lawyer (Savvy Client Series) (Volume 1)
Estate Planning for the Savvy Client: What You Need to Know Before You Meet With Your Lawyer (Savvy Client Series Book 1)
Client Tracking: Large 8.5 Inches By 11 Client Profile Log Book Including Address Details And Appointment
Salon Client Book: Large 8.5 Inches By 11 Client Profile Log Book Including Address Details And Appointment
Beauty Salon Client Record Card Template: Hair Stylist Client Log Client Teaching Guides For Home Health Care (Gorman, Client Teaching Guides for Home Health Guides)
How to Plan, Contract, and Build Your Own Home, Fifth Edition: Green Edition (How to Plan, Contract & Build Your Own Home)
Softball Base Running Drills: easy guide to perfect your base running today! (Fastpitch Softball Drills)
Clinical Physiology of Acid-Base and Electrolyte Disorders (Clinical Physiology of Acid Base & Electrolyte Disorders)
How to Make Melt & Pour Soap Base from Scratch: A Beginner's Guide to Melt & Pour Soap Base Manufacturing
Scale Up: How to Take Your Business to the Next Level Without Losing Control and Running Out of Cash
Ask: The Counterintuitive Online Method to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level
Ask: The Counterintuitive Online Formula to Discover Exactly What Your Customers Want to Buy...Create a Mass of Raving Fans...and Take Any Business to the Next Level
How To Build The Rugby Player Body: Building a Rugby Player Physique, The Rugby Player Workout, Hardcore Workout Plan, Diet Plan with Nutritional Values, Build Quality Muscle Making

Your Move to One of America's Best Small Towns: How to Find a Great Little Place as Your Next Home Base Daniel Fast: 50 Plant Based, Whole Foods Daniel Fast Recipes+Daniel Fast Food List And Breakthrough Secrets (Daniel Fast, Daniel Plan, Daniel Plan Cookbook, Whole Foods, Daniel Fast Cookbook) The Miracle Morning for Salespeople: The Fastest Way to Take Your Self and Your Sales to the Next Level What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough ... (Marketing/Sales/Advertising & Promotion)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)