



Attractor, Engager... Art of the Rainmaker

Bill C Whitley

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If you are like most people, you struggle with your sales message. When someone asks you what you do, your answer is often wordy or a bit confusing. It is frequently difficult for an organization to create and deliver concise, repeatable messages, collect relevant client knowledge and consistently develop valuable ideas. In this book, you will discover cutting-edge strategies to differentiate yourself from the competition, such as: - How to develop a Client Attraction Story that makes your value easy to understand and see - How to develop the questions, insights and advice that make people more interested in what you do - How to stop selling and immediately position yourself as a trusted advisor

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