



The Opening Playbook: A Professional s Guide to Building Relationships that Grow Revenue (Hardback)

By Andrew Dietz

McGraw-Hill Education - Europe, United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. 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...



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