



Find em Get em Keep em: Attract, Acquire and Retain the Right Customers! (Paperback)

By Brian E. Butler

Trafford Publishing, Canada, 2006. Paperback. Book Condition: New. 206 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.Combining wry humor, real-world experiences and practical advice, Find Em Get Em Keep Em will help your organization attract, acquire and retain more business. Whether you call it sales, donations, tuition, fees or revenue, and whether it comes from customers, patients, students, clients or shoppers, this book has answers to your questions about how to get better results. Increased competition, evolving technology and ineffective communication are just some of the factors that have made it harder for organizations of all sizes in every industry to sustain success today. And the challenges will likely only increase in the future. Advocating that marketing, sales and customer service must work together in an integrated strategic approach rather than as stand-alone efforts, you will learn easy-to-implement methods to help build a repetitive process for growth.



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