



No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits

Dan S. Kennedy, Shaun Buck

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FACT: NOTHING IS COSTLIER OR MORE DIFFICULT THAN GETTING A NEW CUSTOMER.

Business owners agree. *The referred customer is far superior to the one brought in by 'cold' advertising. Yet most business owners will invest more money to find new customers than getting referrals from current, happy customers.*

Millionaire maker Dan S. Kennedy and customer retention expert Shaun Buck dare you to stop chasing new customers and keep an iron cage around the ones you already have. Kennedy and Buck present a systematic approach to help you keep, cultivate, and multiply customers so that your entire business grows more valuable and sustainable, and you replace income uncertainty with reliable income through retention and referrals.

Learn how to:

- *Apply the #1 best retention strategy (hint: it's exclusive)*
- *Catch customers before they leave you*
- *Grow each customer's value (and have more power in the marketplace)*
- *Implement the three-step customer retention formula*
- *Use other people's events to get more referrals*
- *Create your own Customer Multiplier System*
- *Calculate the math and cost behind customer retention*

Discover the referral-getting, sales-increasing, battle-tested tactics designed to help you build a thriving business for the long-term.

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Janice Nolan:

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Melissa Becker:

The book No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits gives you the sense of being enjoy for your spare time. You should use to make your capable far more increase. Book can being your best friend when you getting tension or having big problem with your subject. If you can make reading a book No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits for being your habit, you can get a lot more advantages, like add your personal capable, increase your knowledge about many or all subjects. You could know everything if you like start and read a publication No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits. Kinds of book are several. It means that, science publication or encyclopedia or some others. So , how do you think about this guide?

Christopher Williams:

Precisely why? Because this No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits is an unordinary book that the inside of the book waiting for you to snap the item but latter it will zap you with the secret the item inside. Reading this book close to it was fantastic author who else write the book in such awesome way makes the content within easier to understand, entertaining way but still convey the meaning thoroughly. So , it is good for you for not hesitating having this nowadays or you going to regret it. This book will give you a lot of advantages than the other book include such as help improving your proficiency and your critical thinking approach. So , still want to hold up having that book? If I ended up you I will go to the book store hurriedly.

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