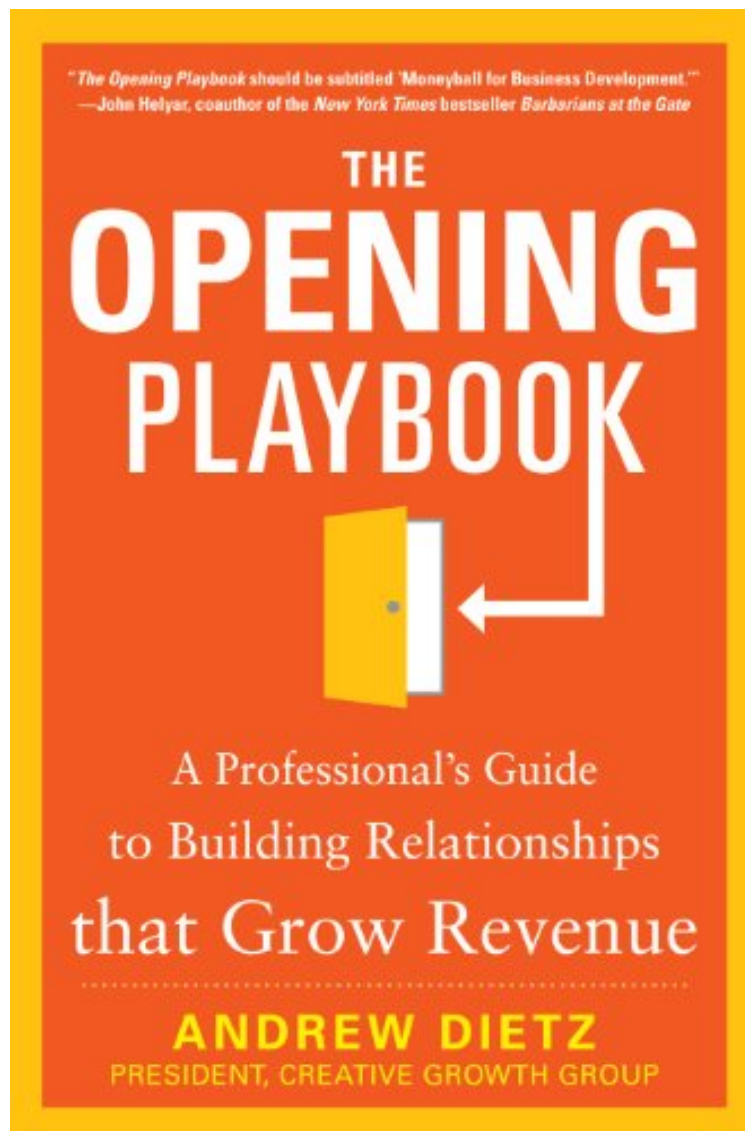


(Free pdf) The Opening Playbook: A Professional's Guide to Building Relationships that Grow Revenue: A Professional's Guide to Building Relationships that Grow Revenue

The Opening Playbook: A Professional's Guide to Building Relationships that Grow Revenue: A Professional's Guide to Building Relationships that Grow Revenue

Andrew Dietz

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Andrew Dietz : The Opening Playbook: A Professional's Guide to Building Relationships that Grow Revenue: A Professional's Guide to Building Relationships that Grow Revenue before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Opening Playbook: A Professional's Guide to Building Relationships that Grow Revenue: A Professional's Guide to Building Relationships that Grow Revenue:

2 of 2 people found the following review helpful. A book for building meaningful relationshipsBy BeverlyUnlike other books that provide specific instructions to people who want to build relationships, this book suggests "no tricks" when it comes to interacting with people because it highly depends on the context and we have to recognize the fact that we are talking to human beings, not robots. As the book indicated, good interactions need curiosity and collaboration. I feel that as we grow older, curiosity seems to be lessened and we see relationships as transactions rather than caring. We are more interested in tangible value (money, deals) that a person can bring to us. In terms of collaboration, the book says that in order to gain trust, we need to open ourselves and work together with people on issues they want to solve. Another important point that I learned from this book is that before reaching out to people, we need to think about how we can help them and why should people choose us. This is a very useful book if you want to build real relationships.5 of 5 people found the following review helpful. A triumph of content over styleBy David LauferOK, I'll admit it, I'm your archetypal A.D.D. impatient type A reader. I hate books that use sports metaphors for business. I grow weary of the flood of 'how to' books loaded with anecdotes and touchy feely stories, So, Andrew Dietz's *The Opening Playbook*--which embraces both these narrative devices, should have been worth maybe one or two stars from me at most, EXCEPT THAT the information in it is so smart, so on-point, and so far sighted, I couldn't put it down! The way business is being done is changing so fast and so profoundly, that certainty seems hard to come by. What's brilliant one day can be passeacute; the next. UNLESS the writer sees the forest and the trees simultaneously--a rare skill that Dietz uses to great effect. Dietz articulates more clearly than any author before him a valuable set of foundational principles of professional services marketing--unlikely to change for several generations. Only then does he go into the correct tactical use of current social media, SEO and content marketing strategies. There are dozens of marketing gurus who exhort their readers to draw web traffic with content, but Dietz builds a more nuanced case for the types of content that create opportunities for continuing dialogue. If you read the run of the mill business book, you can easily get the impression that growing your business requires you to throw thousands of hours into marketing, and to spread your resources over an ever expanding horizon of different channels. Dietz makes a persuasive case that business development is a small portfolio of activities, each one tailored to the profile of one's ideal clients, and each activity potentially a profit center. Anyone with a high expertise service business will benefit immediately from this book. Anyone who wants to trade unproductive marketing for excellent client relationships, Dietz is your man.1 of 1 people found the following review helpful. *First Sales Visit Aims to Open Relationships, Not Just Close Deals*By Bill Lampton, Ph.D. [[VIDEOID:mo29FFK0R0K55MV]] "Always be closing" was the established, inflexible strategy for sales professionals for decades. In fact, sales managers expected the sales team to convert prospects to clients during initial contacts. Unless that happened, the manager might consider the visits wasted. By contrast, there's a new "playbook"--to use the football analogy carried skillfully throughout this book--for the opening encounter. The purpose is no longer operating from the approach of "no is not an option." In what would seem like heresy to an old school sales leader, there may not even be a call to action in the first conversation. What, then, does the contemporary playbook call for in the first encounter? Quite simply, establish a relationship, create trust, and get to know the client well. That way, you will have earned the right to come back again. In subsequent conversations, you will have opportunities to explain how your services and products meet the needs the prospective client identified at the outset. You'll see that my video ends with a high recommendation for purchasing *The Opening Playbook* and incorporating its lessons. Doing that, you will even learn what the most effective quarterbacks know--how to scramble and improvise when the expected scenario changes.

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. Meanwhile, the play clock is getting close to zero . . . Throughout *The Opening Playbook*, Dietz stops the film at critical points, showing you where Sam succeeds and where he trips up. He provides the powerful opening-drive plays (best practices for establishing authentic business relationships), analyzes the defense (obstacles in the way of the success), and suggests audibles (on-the-spot tactical modifications to answer unplanned-for challenges). The team with the best plan usually wins the day. Put yourself several steps ahead of the competition and develop winning business relationships with *The Opening Playbook*. **PRAISE FOR THE OPENING PLAYBOOK:** "Dietz outlines both the behavioral pitfalls to avoid and the disciplines to embrace on one's path to truly connecting with clients. Truly honest instruction from the Lombardi of business development coaches." -- James H. Gilmore, coauthor, *The Experience Economy and Authenticity* "Andrew Dietz

inspires you to create great conversations with your prospects so that you become a valuable, trusted advisor. If you want long-term relationships with your clients, this is the book for you." -- Shawn Kent Hayashi, author of Conversations that Get Results and Inspire Collaboration "If you want to have your clients for life, you must read The Opening Playbook! A great storyteller, Andrew Dietz provides invaluable insights on how to become a trusted advisor." -- Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing, Emory University, and author of Clients For Life "Dietz provides a great blend of strategic and tactical advice, wrapped in great stories and examples. It's an enjoyable and VALUABLE read!" -- Bill Cates, author of Get More Referrals Now and Beyond Referrals "Andrew Dietz is a master at building relationships, and his book is filled with insightful ideas and useful strategies." -- Alan Deutschman, author of Walk the Walk and Change or Die

About the Author ANDREW DIETZ is founder and president of Creative Growth Group, Inc., a consulting company that helps business and professional service firms grow client relationships and revenue. He advises clients across the United States, Canada, and Europe in industries ranging from law and accounting to IT services, public relations, and business strategy. Clients include firms such as Deloitte, Microsoft, and Cushman Wakefield.