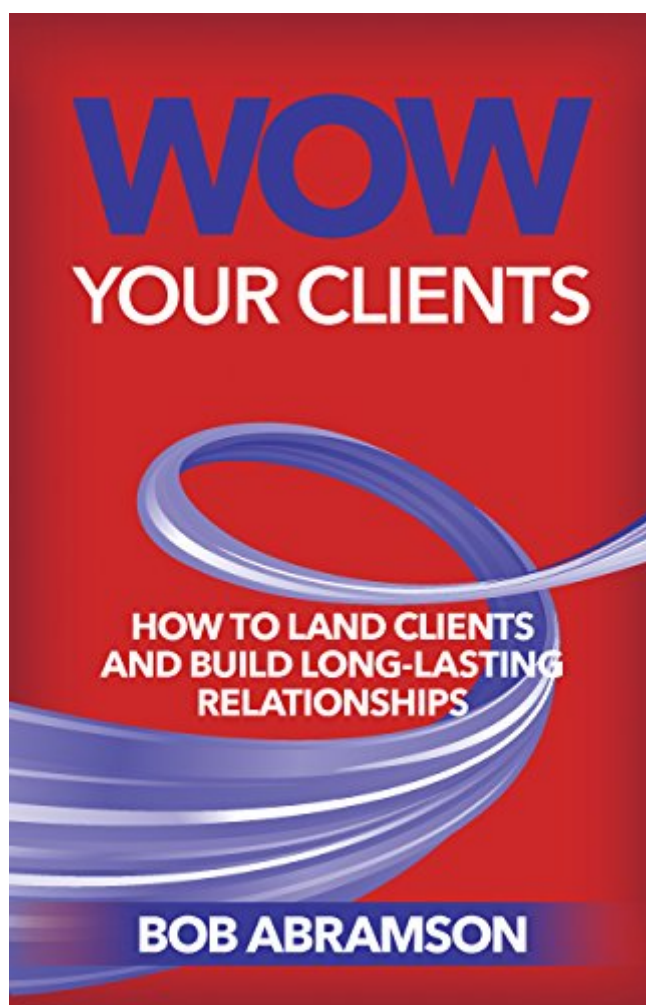


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# Wow Your Clients: How To Land Clients And Build Long-Lasting Relationships



## Synopsis

In **WOW YOUR CLIENTS**, million-dollar business producer Bob Abramson shares actionable tips for both acquiring new clients and building long-lasting relationships with them. By the time you get done with this entertaining read, you will be equipped with the knowledge and playbook to land any client, and keep them for years to come. This book is the ultimate resource that can be used by anyone, in any profession where clients are the backbone of your business. As an additional bonus, you will receive Bob's Light A Fire In Your Business Companion Course.

“Bob's book **Wow Your Clients** is an excellent read on maximizing client relationships. Bob shares some fascinating stories about rising through adversity to succeed in college and business which I truly can relate to. This is a great read for sales and service professionals wanting to be inspired while learning new principles to wow your clients.” - Cedric McSween Sr., McSween Coaching

“Both entertaining and informative the whole way through. The way Bob weaves his expertise in business development together with his personal story left me wanting more... Thank you for inspiring me in such a delightful way!” - Esmée St James The Dating Muse

## Book Information

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## Customer Reviews

Let's face it - obtaining new clients and building long lasting relationships can be a very challenging task. As the old adage says, "You are either growing or you are dying!" But how do you consistently give your client that "wow" experience that keeps them with you forever? And, how do you obtain that new client who needs you but doesn't know they need you? In this short, well-written, and entertaining read, Bob Abramson shares his business development expertise in helping the reader "get a leg up" on the competition. Through sharing his personal story, you will quickly gain an understanding of some tactics to gain new clients and keep the existing ones around for years. The book is filled with energy and inspiration. If you're looking to get to the next level in your sales career, you can't go wrong with this book. It may be the solution you have been searching for.

There is a BIG difference between being a successful practitioner in a business versus being a successful business of practitioners. CLIENT CREATION SKILLS ARE THE KEY DIFFERENCE. Bob's story about becoming a lawyer is the universal story of anyone that enters the world of professional services (attorney, CPA, financial advisor, doctor, etc). The education system teaches you how to be a practitioner, but they do not teach how to go about finding your own work. Many professionals reach a point where their income becomes limited by the amount of physical work they themselves can accomplish. When that happens, the path towards profit sharing is.... you have to create clients for the company. But how? This book outlines and provides you with tools that you can use to create clients. Of special value to me personally was the section on how to develop business at a conference. If you've never added a client to your company, I HIGHLY recommend that you read and then TAKE ACTION and DO what the book says.

As one who considers themselves weak in the sales department, I was cautious about reading another book about how to become better in my most insecure professional area. However, I quickly discovered that this book is a 'must have' guide to reaching your fullest potential in building relationships with potential and current clients. It's a pleasant read and conveys energy and know-how to the reader in a quick and easy to remember format. Will be recommending it to friends. If you're good and want to be better or, like me, not so good and want to learn the secret to successfully growing your client base, I believe you'll find it in the book 'Wow Your Clients'. Will be watching to see the author's speaking schedule and go to learn more firsthand.

I thoroughly enjoyed this easy to read very "relatable" book. The author teaches life lessons, business guidance, and encouragement with humor, humility and integrity. At 50 years old there was a lot I took away from this book but it should be an invaluable guide for my college aged kids just starting their journey. The author also offers many tools to help you stay disciplined while on your road to success. Buy it. Share it. Gift it! I sure will.

As a professional who relies on face-to-face interaction with my clients I found the information in this book amazing! The author kept it down to earth and relatable while packing in great tips, stories and content.

A quick,easy read with valuable tips you can act on immediately to increase your business! Enjoyed reading the personal stories. His writing exemplifies the way a business person should speak to a client. Would definitely recommend it to all who are looking to increase their client base.

Bob has assembled practical yet effective methods to get and keep clients. His energy and passion for business development and maintaining client relationships is immediately evident. Use them and you will win too. All I can say is 'Wow, this should be a best seller!'

Just spent the last 30 minutes investing my time in this book. A quick read as the author gets straight to the point on how nearly any person, regardless of their profession, can acquire new business. Would recommend to anyone entering the business world.

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