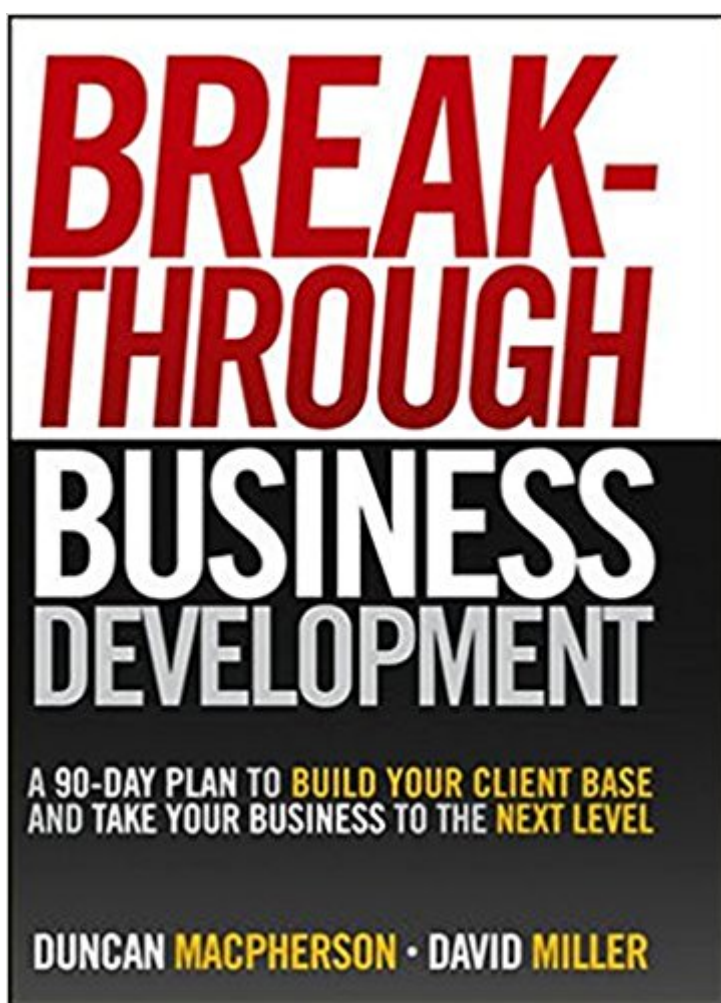


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# Breakthrough Business Development: A 90-Day Plan To Build Your Client Base And Take Your Business To The Next Level



## Synopsis

Increase Profits, Be more Organized, attract a Higher Quality & Quantity of Referrals, Run Your Business so That It Doesn't Run You, Take Your Business to the Next Level... With Breakthrough Business Development! Breakthrough Business Development shows you how to attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize your most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in your business. Praise for the Pareto System, Featured in Breakthrough Business Development. "I am just beside myself on the results gathered so far from instituting the Pareto System. I use an agenda for meetings now and have formulated a standard package given to new clients. Already I have sent out twenty thank-you cards to new referrals. I even got a referral from a referral if that makes sense. Some clients didn't know that I was still expanding my business. I am also finding advocates that I didn't classify as such. Opening twenty accounts in this short time span is amazing but already I have another ten leads in the pipeline. You guys were right, it does work." "We have been building client relationships for 45 years... Pareto Systems successfully helped us to pause and then guided us through the process of defining the appropriate business structure and systems which will strengthen and enhance our best client relationships. We are now focusing on a comprehensive, systematized program for select clients. The results have been amazing-client satisfaction is way up and so are revenues."

## Book Information

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## Customer Reviews

FOR ENTREPRENEURS WHO "THINK FOR A LIVING," RUN YOUR BUSINESS SO THAT IT

DOESN'T RUN YOU TAKE YOUR BUSINESS TO THE NEXT LEVEL... WITH BREAKTHROUGH BUSINESS DEVELOPMENT If, as the Pareto Principle states, 80 percent of your business comes from 20 percent of your clients, do you have a process to ensure that you are investing 80 percent of your time with those most deserving clients? Achieving a business breakthrough is done by design, not by luck or chance. BREAKTHROUGH BUSINESS DEVELOPMENT offers a clear plan to take your business to the next level. It provides a proven system that will help you manage, build, and maximize your client relationships in just 90 days, while you run your business efficiently. The 12-week program is built on the four cornerstones of the STAR system: Strategic Analysis Targets and Goals Activities Reality Check These four simple, proven steps provide the what, the why and the how of running and building an efficient business. BREAKTHROUGH BUSINESS DEVELOPMENT includes forms and templates, through the authors' website, to help you create your own personalized business development plan for attracting and keeping valuable clients. BREAKTHROUGH BUSINESS DEVELOPMENT is ideally suited for every knowledge-for-profit entrepreneur: financial advisors, accountants, lawyers, insurance brokers, architects, engineers, medical professionals, contractors, mortgage brokers, professional services consultants, entrepreneurs and owners/managers of small and medium sized businessesâ "or anyone who "thinks for a living."

INCREASE PROFITS, BE MORE ORGANIZED, ATTRACT A HIGHER QUALITY & QUANTITY OF REFERRALS, RUN YOUR BUSINESS SO THAT IT DOESN'T RUN YOU, TAKE YOUR BUSINESS TO THE NEXT LEVEL... WITH BREAKTHROUGH BUSINESS DEVELOPMENT!

BREAKTHROUGH BUSINESS DEVELOPMENT shows you how to attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize your most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in your business. PRAISE FOR THE PARETO SYSTEM, FEATURED IN BREAKTHROUGH BUSINESS DEVELOPMENT "I am just beside myself on the results gathered so far from instituting the Pareto System. I use an agenda for meetings now and have formulated a standard package given to new clients. Already I have sent out twenty thank-you cards to new referrals. I even got a referral from a referral if that makes sense. Some clients didn't know that I was still expanding my business. I am also finding advocates that I didn't classify as such. Opening twenty accounts in this short time span is amazing but already I have another ten leads in the pipeline. You guys were right, it does work." Tampa, Florida "We have been building client relationships for 45 years ... Pareto Systems successfully helped us to pause and

then guided us through the process of defining the appropriate business structure and systems which will strengthen and enhance our best client relationships. We are now focusing on a comprehensive, systematized program for select clients. The results have been amazing; client satisfaction is way up and so are revenues." Toronto, Ontario

Before reading this book my financial practice had reached somewhat of a plateau. I would have to reach out to clients and constantly push product for new sales. This was a very inefficient way to go about business. I would be exhausted and irritable at the end of every work day. I was not enjoying my job. Then, I read this book. The idea that resonated with me the most was becoming the "trusted advisor". I changed my day to day activities from constantly pushing product to offering a relationship that would be mutually beneficial to my clients. Not only has business improved; clients contact me asking for investment advice, as well as personal advice! I am no longer exhausted from a typical day. In fact, I'm motivated every morning to go and interact with clients and strive to be their trusted advisor.

Not well written or edited. Too many mnemonic acronyms (SMART, DART, CAST, DRIP, FORM...) and too many "Laws" (Law of Approval, Lo Attraction, Lo Environment...). It is distracting from what might be good information.

Item arrived promptly. Looking forward to learning more from the business pro, Duncan MacPherson!

This is a must read book for financial advisors serious about reaching the top of their game.

So far good.

Great book to take your financial practice to the next level. Read it at least twice...it's concise and to the point.

Breakthrough Business Development: A 90-Day Plan to Build Your Client Base and Take Your Business to the Next Level Purchased the book and started reading immediately. First warning sign this was not a 5 star was the admission that nothing new was contained in this book. How right they were. The book while well written to give you reasons to address the more customer relationship

side of business development fails to provide the systematic approach inferred. Each chapter ends with a go to our website and download the templates (none to be found there, nor is the website monitored very well) or go to our other website for consulting services. The book appears to be a series of advertorials strung together to sell their products and services --I expected more from Wiley Publishers, maybe the editor was off that day. I would suggest if you're looking for something practical and implementable you look into *Get Clients Now!* (TM): A 28-Day Marketing Program for Professionals, Consultants, and Coaches or one of Alan Weiss's books on business development. While more expensive, a much richer source of ideas you can use.

I've enjoyed the ideas expressed in this book. A quick read, but some great information to consider and they offer worksheets on their website.

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