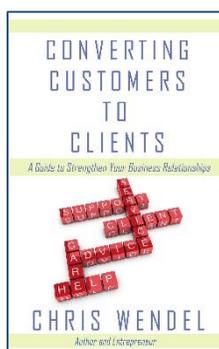


CONVERTING CUSTOMERS TO CLIENTS



This book will help you and/or your staff initiate, build, and maintain business relationships. These relationships are on what repeat and long-term business are based. Don't have customers, have clients, who rely on you as their partner in your field of expertise.

Available in Paperback and eBook at [Amazon.com](https://www.amazon.com)

This excerpt is taken from the one section's introduction.

Part Five: Interpersonal Skills

If you're the book that's judged by your cover (Appearance), then the topics in this section are your book's contents. Appearances don't tell the whole story, but they are accompanied and furthered by your behavior. Business professionals who strive to create and maintain client relationships have to continually impress their clients with loyalty, commitment, thoughtfulness, and service, which are four things most companies and technicians can do. That's why this section is so important. It gets to the human side of doing business, which is something not most companies and technicians can do. Conducting yourself in the ways outlined herein can win you honest and genuine clients for years. Remember, these topics don't have much to do with your professional skills; they have to do with your ability to connect with people, which is the foundation of every relationship.

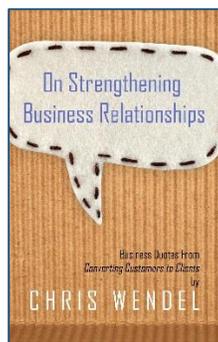
The sections of this book include these topics:

- Part One: Core Principles
- Part Two: Appearance
- Part Three: Work
- Part Four: Phone
- Part Five: Interpersonal Skills
- Part Six: Thank You

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