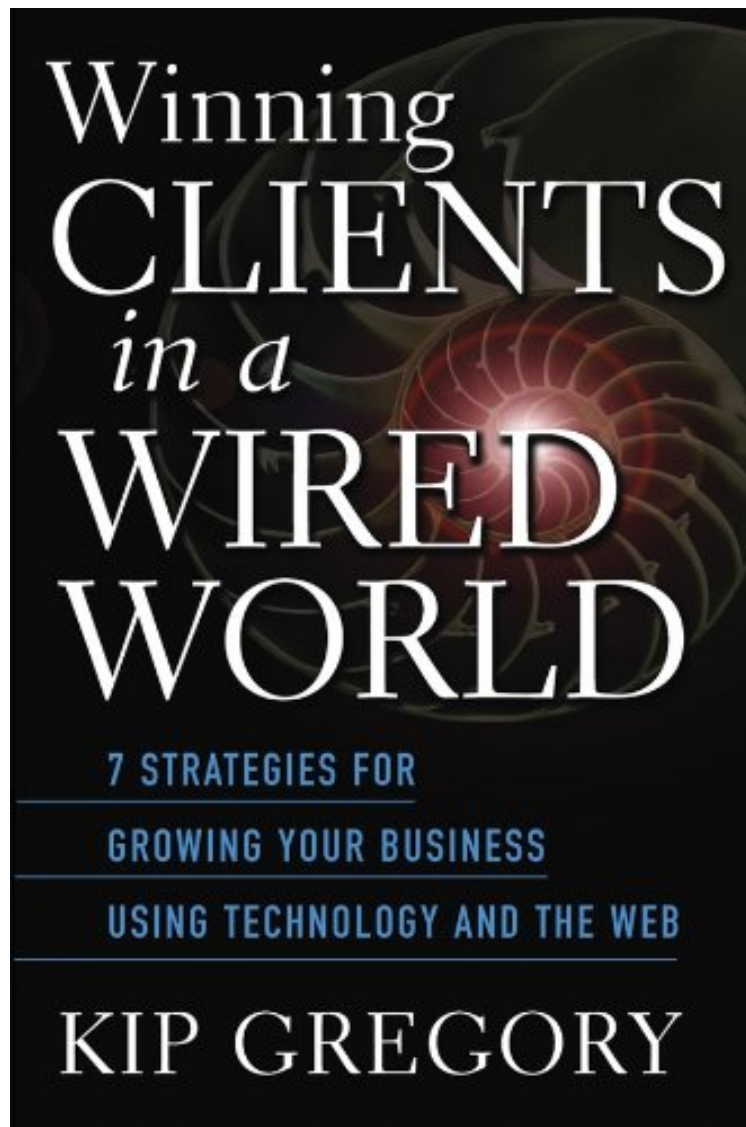


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Winning Clients in a Wired World: Seven Strategies for Growing Your Business Using Technology and the Web

Kip Gregory

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A valuable guide to making technology work for your business Now that the Internet bubble has burst, financial service professionals are looking for more realistic ways to use technology to their advantage. J. K. Lasser Pro Taming Technology offers easy and effective methods to do just that. This comprehensive guide puts what's available today in technology into a cohesive framework-one that offers a systematic way to think about and implement technology-to build and strengthen relationships with clients and prospects. J. K. Lasser Pro Taming Technology is a valuable resource for financial service professionals seeking clear, practical advice on using technology and the Internet to acquire and retain profitable business. This book provides readers with easy-to-use ideas and techniques to successfully incorporate technology into their business promotion.

From the Inside Flap In today's information-based economy, the smart use of technology isn't just important in competing for and winning business, it's essential. Yet most in sales leverage only a fraction of what computers and the Internet offer. Too many choices and too little time make the job difficult, if not impossible. **Winning Clients in a Wired World** solves the problem--with step-by-step guidance on making the most of the technology you use every day to find, win, and keep clients. Written in plain English and based on twenty years of field-tested experience with people and organizations of all sizes, **Winning Clients in a Wired World** lays out systematic approaches to instilling greater loyalty in those who buy from you, getting in front of more of the right prospects, and minimizing the time you spend on day-to-day routines so you can make more money, enjoy more freedom, and build more value into your business. Its pages are packed with practical, inexpensive strategies you can employ immediately to reach the next level of success. In it, you'll learn how to: Keep critical information at your fingertips Achieve breakthroughs systematically Work the Web for all it's worth Build relationships through better communication Present yourself professionally Automate time-consuming tasks Get the help you need to succeed Together with its companion Web site, www.winningclientsinawiredworld.com, this book provides the ingredients you need to win and keep business in today's crowded marketplace. (And registering at the site ensures you'll be kept abreast of future innovations when they occur.) Whether you work alone or manage a sales force of thousands, **Winning Clients in a Wired World** outlines what you need to know to capitalize more fully on the resources at your disposal. It's the book you've been waiting for. **From the Back Cover** Praise for **Winning Clients in a Wired World** "No matter what your job title, you need to read this book. Your personal productivity will improve, your customers will appreciate you more, and your business will expand in ways you have only dreamed about." --Hans Carstensen Chairman and CEO, Aviva Life Insurance Company "Finally . . . something definitive about applying technology in the workplace. This book is must reading for any financial professional who also wants to succeed as a business owner." --Joby Gruber President and CEO, FSC Securities Corp. "This is one book that won't sit on your bookshelf. Buy two; someone will probably walk off with the first one." --Deena Katz Author of *Deena Katz on Practice Management* "Kip Gregory takes the fear out of learning your way around computers and the Internet, suggesting ways to streamline simple, but necessary, every day business tasks. Using the helpful hints in this book will enhance anyone's office efficiency, whether you're a CEO or a CSR." --Larry Grypp President and CEO, Columbus Life Insurance Company "This is one heck of a book. Everybody needs to have a copy of it in their library if not right on their desk. I've never seen so many tips and insights together in one place. I'm so convinced it will increase the productivity of my staff, I'm building a training

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