



Stop Selling, Start Partnering: The New Thinking About Finding and Keeping Customers

Larry Wilson

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"There's only one Larry Wilson . . . number one when it comes to the art of selling." --Warren Bennis, University Professor and Distinguished Professor of Business Administration University of Southern California

"Stop Selling, Start Partnering will help you take a fresh look at your selling activities whether you are in the boardroom, face to face with customers, or anywhere in between."--Harvey Mackay, Author of Swim with the Sharks

"Regardless of your position within the company, your task in the second half of these unforgiving '90s will be to help your company learn how to get, how to treat, and how to keep customers. Read Larry's new book and you will be much better prepared to accomplish this mission."--Lou Pritchett, Former VP of Sales and Customer Development, Procter & Gamble

Stop Selling, Start Partnering outlines a fresh approach to finding and keeping customers through powerful, long-lasting partnerships. Drawing on his extensive experience with companies such as Kodak, US West, Saturn, and Baxter Healthcare, Larry Wilson shows managers, executives, and salespeople how to design and nurture "customer-keeping" organizations. Filled with smart advice and practical customer partnering guidelines, Stop Selling, Start Partnering redefines the new success factors for every organization that faces the daily challenge of finding and keeping customers.

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