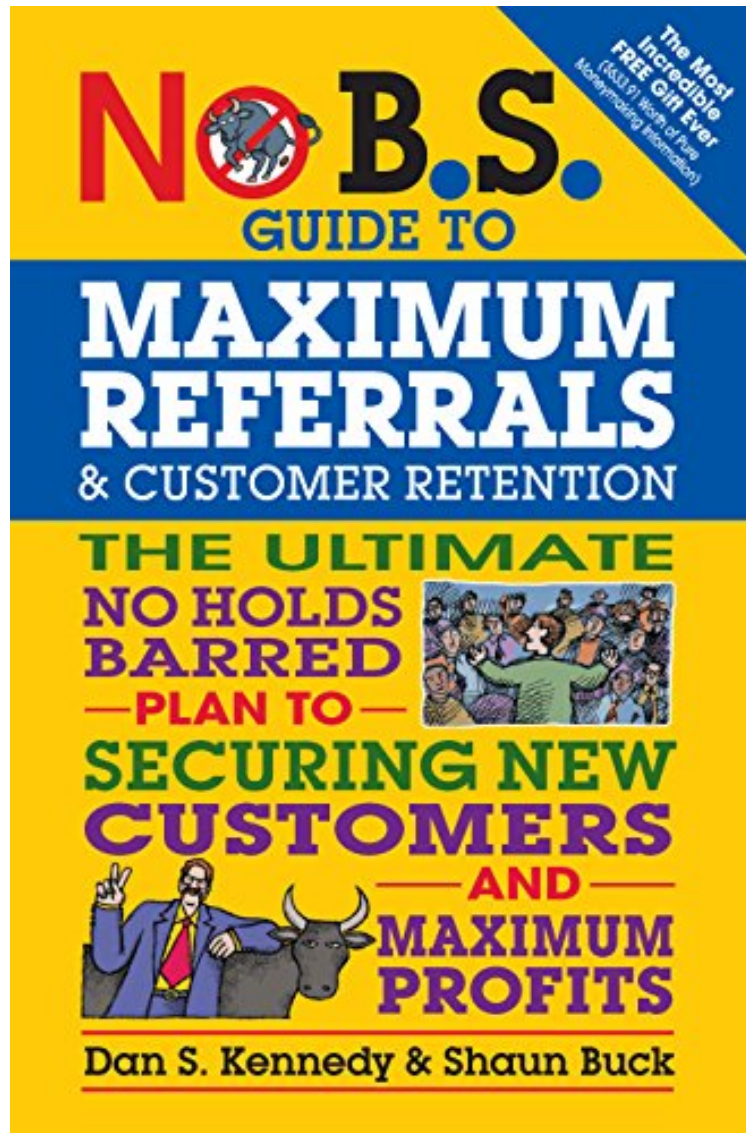


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## **No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits**

*Dan S. Kennedy, Shaun Buck*

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Dan S. Kennedy, Shaun Buck : No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits before purchasing it in order to gage whether or not it would be worth my time, and all praised No B.S. Guide to Maximum Referrals and Customer Retention: The Ultimate No Holds Barred Plan to Securing New Customers and Maximum Profits:

1 of 1 people found the following review helpful. We all know that referrals are the best customers to get. Shaun and Dan give you everything you need to know about growing through a loyal customer base. We all know that referrals are the best customers to get. They stick around longer and trust you more. But actually knowing how to create a referral generating customer base is incredibly difficult. What it really comes down to is trust. What I love about this book is that they address this issue exactly. Shaun shows you how to build trust with your clients and prospects. We don't want our clients to dread hearing from us, most of us really want to offer services that will help our customers, but how can we get them to see that? They go over it all in detail in the book. I highly recommend this book. You will learn how to truly grow your business into a company that clients trust and you'll learn that business growth is not just about getting anybody in the door. It's about getting the right people in the door and keeping them there.

1 of 1 people found the following review helpful. It is so helpful to have people like Dan and Shaun who understand what business owners need. Referrals and retention are such an important part of business and this book absolutely nails it. It is so helpful to have people like Dan and Shaun who understand what business owners need. I still believe that all of Dan Kennedy's books could use a better editor but the information contained is invaluable and helps me look past the flaws. I mean, there is a reason he is such a sought-after copywriter. He knows business and this book proves it.

1 of 1 people found the following review helpful. helpful read for the product and/or services provider. By Robert Brian Truss. really interesting read. It's easy to think that happy customers just talk about your products and services. It's harder to understand what makes them talk. This book was so easy to read it let me think about my business while I was reading and I felt like it helped me see what I can do to max out referrals. Proof is in the pudding, so we will see.

**FACT: NOTHING IS COSTLIER OR MORE DIFFICULT THAN GETTING A NEW CUSTOMER.** Business owners agree. The referred customer is far superior to the one brought in by cold calls; advertising.

**About the Author** Dan S. Kennedy is a multi-millionaire serial entrepreneur with past and present interests in diverse businesses; a strategic advisor, marketing consultant and coach with a cadre of private clients ranging from exceptionally ambitious entrepreneurs to the CEOs of companies as large as \$1.5-Billion; one of the highest paid direct-response copywriters in the world; a popular professional speaker and seminar leader; and a prolific author. He lives in Phoenix, AZ. Shaun Buck is the owner and CEO of The Newsletter Pro and was the 2014 GKIC Marketer of the Year. He is based in Boise, ID.