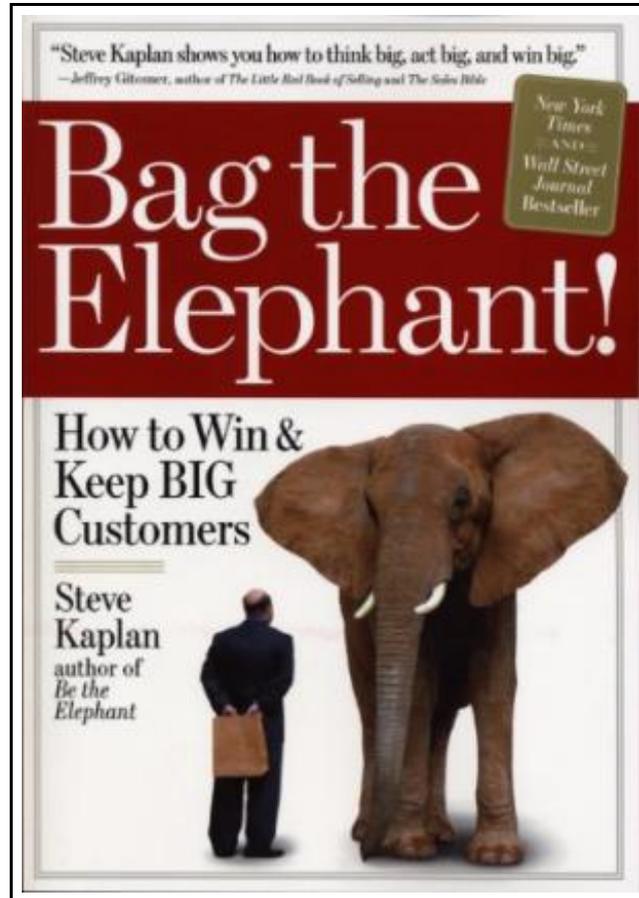


## Bag the Elephant: How to Win Keep Big Customers



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## BAG THE ELEPHANT: HOW TO WIN KEEP BIG CUSTOMERS



Workman Publishing. Paperback. Book Condition: New. Paperback. 188 pages. Dimensions: 9.0in. x 6.4in. x 0.6in. Now available in paperback, Steve Kaplans Bag the Elephant, is the New York Times, Wall Street Journal, USA Today, and Business Week bestseller that has received praise from around the business community: Steve Kaplans elephant strategy is right on the money, as long as youre willing to roll up your sleeves and go to work. Daniel M. Snyder, Owner, Chairman of the Board, The Washington Redskins. Kaplan shows you how to think BIG, act BIG, and win BIG. Jeffrey Gitomer, author of The Little Red Book of Selling. A terrific read! From now on, when I think about building business and sales, theres no way Ill ever forget the Elephant. Harvey Mackay, author of Swim with the Sharks Without Being Eaten Alive. Bag the Elephant is all about how smart businesspeople can woo and keep those all-important elephants the big, make-or-break customers. Like its companion, the New York Times bestseller Be the Elephant, it is filled with dynamic advice and real-life examples, delivered in an energetic, straight-shooting fashion that gets right to the core of its powerful idea how to land the account that will put you over the top. Here are six keys to achieving the elephant mindset and understanding the big customer. How to map and use a big companys red tape to your advantage. Why the elephant needs you as much as you need it. Preparing yourself and your pitch. How to negotiate with elephants without losing your profit margins. And how to avoid the five killer mistakes, from mismanaging client expectations to losing sight of the numbers. For small business owners, entrepreneurs, executives, and sales people, stalking and landing an elephant can be the most profitable adventure of your life, and Kaplan explains everything...



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