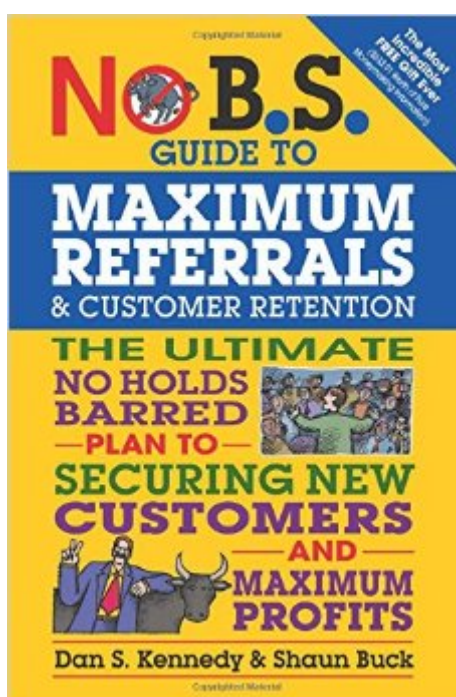


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# No B.S. Guide To Maximum Referrals And Customer Retention: The Ultimate No Holds Barred Plan To Securing New Customers And Maximum Profits



## Synopsis

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 advertising. Yet most business owners will invest more money to find new customers than getting referrals from current, happy customers. Millionaire maker Dan S. Kennedy and customer retention expert Shaun Buck dare you to stop chasing new customers and keep an iron cage around the ones you already have. Kennedy and Buck present a systematic approach to help you keep, cultivate, and multiply customers so that your entire business grows more valuable and sustainable, and you replace income uncertainty with reliable income through retention and referrals. Learn how to:

- Apply the #1 best retention strategy (hint: it's exclusive)
- Catch customers before they leave you
- Grow each customer's value (and have more power in the marketplace)
- Implement the three-step customer retention formula
- Use other people's events to get more referrals
- Create your own Customer Multiplier System
- Calculate the math and cost behind customer retention

Discover the referral-getting, sales-increasing, battle-tested tactics designed to help you build a thriving business for the long-term.

## Book Information

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## Customer Reviews

When you claim, via your title, that your book will create loads of referrals and have your customers swooning for your business like the sailors did the sirens of old, you better deliver. And this book

clearly delivers. Each chapter has clear, actionable ideas that I have either successfully used in the past, so I know they work, or were so practical and brilliant, yet obvious once pointed out, that I was left wondering why I hadn't seen them. Thankfully, I have this rich resource I can use to strengthen my business. There's no faster sales cycle than a referral. And there is nothing more valuable than your existing customer base. This book does a fantastic job of showing its reader how to score high on both counts.

Whether you already have a successful business or are just starting out, I would recommend this book. What I loved was that while it provided real, solid advice on customer retention, it was also easy to understand and apply. It placed an emphasis on the power of relationships and their importance as a marketing tool in a day and age where people seem like they could care less about who you are as a person, let alone a customer. . This gave real advice, real numbers, and I'm excited to see the real results that it will provide.

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.

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.

A simple guide that promises to cut to the chase and show how you might be able to get additional customers through referrals and, of course, keep your existing customers too. Aimed at the smaller business, this book takes the reader by the hand and shows how to achieve this goal. Of course,

the hard work still falls to the reader but they are at least a little more informed. The book seems to achieve what it intends to do, thanks to its easy-to-read, accessible style. There is a certain quirky, informal feeling in this book that you will either like or be a bit cold to, it is just one of those personal things that may get in the way of the book's otherwise informative and helpful core message. It is said that attracting new customers can be very hard, especially in competitive sectors, so any referral from an existing happy customer can be viewed as being of a "gold value". Prospective customers are human, they want to know you are going to do a great job at a fair price and who better to give them that confidence than a fellow customer and human being. Yet far too many business owners seem to forget the power of the customer referral. It is often the self-same business owners who are poor at retaining existing customers – something else this book sets out to address. There is not much more to add. This is a competitively priced book that passes on a lot of useful and actionable information that any small business owner should be capable of taking on-board. You need only to attract or retain one customer and this book has easily paid for itself and more besides!

I've been a student of Dan Kennedy's for many years and through Dan have had the privilege to know Shaun Buck. This book is insightful, and well written. Dan emphasizes the money math, a point missed by too many small businesses and most big-dumb-companies. Shaun is a master at client retention and referral. His insights on how to dramatically increase the value of your business through accurate thinking and use of these strategies is invaluable. No B.S. Guide to Maximum Referrals and Customer Retention not only lives up to high standards Dan Kennedy set for the No B.S. series, this book is one of the best so far. Marketing Mindset: The Ultimate Guide to Positioning Yourself as the Expert in Your Niche (Volume 1)

As a newbie to marketing, I was floored by the incredible step-by-step advice given by Dan Kennedy and Shaun Buck. Who knew there was so much to learn about referrals and retention? The best part about this book was how relatable it was. I found myself comparing the examples of the book to my own client experiences. I got in each author's shoes and experienced their struggles and "a-ha!" moments. For me, the greatest value of the entire book was Chapter 14: "Is there a Secret to Maximum Referrals." Shaun Buck goes into what makes a referral such a great customer. I'd always thought that the best place to spend your marketing dollars was on getting new clients in the door. I had no idea how great an impact my current customers were making on my business or how valuable their referrals were. Buck writes, "Referrals are better customers in every way. A referral

converts to a customer at a faster pace, spends more as a customer with much less price resistance, and does these things with much less shopping of your competition." Clear, readable, and easy to compute. Buy this book. Shaun Buck and Dan Kennedy will change your life.

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