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Nota di contenuto	Clients First: The Two Word Miracle; Copyright; Contents; Acknowledgments; Introduction; I: The Search for Clients First; 1: Mustang Library; The Question; It Was Our Fault; The Quest; 2: Road Trip; Was Marketing Our Secret?; Lots of Agents Outspent Us; 3: Harper's Restaurant; It's a Book, It's Not a Book; A Working Title; It Is Instantaneous; Clueless; 4: A Dark and Stormy Night; Keep the Clients; Nothing Else Mattered; 5: The Morning After; Going against the Current; Group Therapy; The Right Thing to Do; A Two Word Mission; 6: The Three Keys; People Are Not Changed; Clients Last Narrowing It Down Scary True; A Two Word Miracle; 7: The First Key; We Had Bills to Pay; Emotional Overflow; A Hundred Ways to Be Truthful; Honesty Was the Key; Honesty Set Us Free; A Fairy-Tale Ending?; A Powerful Effect; Insurance; Fairness; A Powerful Magnet; 8: The Second Key; Our First Contract; Seven Days a Week; Be the Best; Only One Instruction; Pursue Competence; 9: The Third Key; As Long as We Were Paid; A New Definition; It Focused Us; Best Serve Their Interests; The Power of Caring; Staying with Us; With Great Power; 10: A Rare Thing Indeed; The Sad Truth; Raving Fans Many Come Close A Single Straw; The Tipping Point; 11: Giving Up;

Who's Firing Whom?; Emotions; Opportunity to Help; Never Give Up; 12: Timeless; What All People Want; The Rich; The Guilty; The Evil People; Lifted Up; 13: Synergy of the Three Keys; Our World Changed; Satisfaction; A Jillion Megawatts; Queens to Swoon; 14: And the First Runner-Up Is . . .; Gratitude; Respect; Communication; Obedience; II: Clients First Makes All the Difference; 15: ""Show Me,"" Said the Missourian; Skeptics Might Say . . .; What Is the Formula?; Our Experience; 16: Team First; We Leveraged Ourselves Vow of Poverty Sellers Are Not Sitting Next to You in Your Car; One Phase of the Process; You Don't Want Me; A Client of Those Callaways; An Integral Part of Everyone's Day; They Put Each Other First; 17: In Their Own Words; Marti; Joyce; Sue; Three Years Later; Brian; Jeff; Alicia; Aaron; Joe; 18: Trial by Fire; Real Estate Had Been Changed Forever; A Cash-Only Wasteland; No One Was Spared; Dark Days; Our Client Base Saved Us; We Owed It to Our Clients; ""Clients First"" Rolled Off Their Tongues; Real Estate Owned (REO); 19: The Institutional Client; I Thought about It Our First Institutional Client Lesson Two; Do Not Use; Keeping in Touch; Now He Wanted to Make Us First; Very Good Very Fast; We Can't Save the World, But . . .; 20: The Distressed Client; Short Sales; Clients First Tested Again; Adapt and Survive; Lessons, Lessons, Lessons; If You Don't Have to, Don't; Disbelief Was the Order of the Day; We Added Clients; Every Day, the Phone Rings; 21: Why Number One?; May As Well Close the Doors; Two Is the Road to Failure; Clients First Makes Us Competitive; Like a Religious Experience; She Had Drive and Determination; 22: Going Forward; We Had No Idea Every Day Is Special

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## Sommario/riassunto

"How honesty, competency, and caring will make you rich Throw out the sales manual. Get off the motivation elevator. Clients First is a two word miracle that can change your life. This book outlines a powerful path to riches that authors Joseph and JoAnn Callaway used to sell a billion dollars in real estate in just ten years--a feat never before achieved. Here, they explain the three keys to putting your clients first that helped them create one of the most successful realty firms in the U.S. Each of the three keys is important and can stand on its own. However, the success you can achieve when following the Clients First program can only be reached when all three keys are used in coordination. Explains how honesty ensures a strong client relationship Details the ways in which competency pervades all aspects of a client's perception of you Shows how being a caring individual can win over a client on a personal level Unlock your potential by putting these to use in your life and your business"--

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