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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

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"--
