

1. Record Nr.	UNINA9910876985503321
Autore	Kuzmeski Maribeth
Titolo	The connectors : how the world's most successful businesspeople build relationships and win clients for life // Maribeth Kuzmeski
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2009
ISBN	0-470-53013-8 1-282-29118-1 9786612291180 1-118-25789-8 0-470-53011-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (275 p.)
Disciplina	650.1/3
Soggetti	Relationship marketing Business communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""The Connectors: How the World's Most Successful Businesspeople Build Relationships and Win Clients for Life""; ""CONTENTS""; ""INTRODUCTION""; ""PART I: Winning Business with Relationships""; ""CHAPTER 1: The Common Denominator of Greatness and Success""; ""Secrets of Greatness""; ""A Different View""; ""An Underlying Thread""; ""Where Greatness Lies""; ""The Preacher and the Pitcher""; ""A Business Philosophy Called PSP""; ""Champion of the a€?a€?Little Peoplea€?a€?""; ""A Tale of Two Airlines""; ""Our Brothera€?sa€?and Sistera€?sa€? Keeper!""; ""The Other Side of the Coin"" ""The Fine Print"" ""In Other Words""; ""CHAPTER 2: You Can Be a Connector Even If Youa€?re Not a Natural People Person""; ""The Connector Plan: Where Do I Start?""; ""Your Intelligence Is Important""; ""Breaking the Myth of the IQ Test as a Success Measure""; ""We Are Sophisticated Beings and We Were Born to Connect""; ""Social Intelligence and the Impact in Politics""; ""What Is It about Being Socially Intelligent That Gets People to Act, Buy, and Follow?""; ""Is Social Intelligence a Learnable Skill?""; ""CHAPTER 3: The Connector IQ Assessment""; ""The Connector IQ (C-IQ) Assessment""

""Connector IQ Types"" ""Improving Your Connector IQ: Awareness Is the First Step""; ""Other Helpful Assessments Available""; ""Understanding the Personality and Style of Others""; ""CHAPTER 4: The Red Zone Connectors Formula""; ""Connecting More Effectively Using The 5 Red Zone Connector Traits""; ""What Skills Do I Need to Work on?""; ""Playing in the Red Zone""; ""PART II: How Do They Do It? The 5 Traits of Connectors""; ""CHAPTER 5: Develop a True a€?a€?Whata€?s in It for Thema€?a€? Mentality""; ""Bringing People with You by Making It about Them""
 ""How Do You Make Something Thata€?s about You about Others?"" ""Our Love of the Underdog""; ""Connecting Is Not for Lone Rangers""; ""What Really Counts""; ""Seriously, Do I Matter to YOU?""; ""Strategies for Making It All about Othersa€? and Becoming Likeable at the Same Time""; ""Everyday Greatness""; ""Business Alliancesa€?It is All about the Other Person""; ""Downloadable Form 5.1: a€?a€?The Whata€?s in It for Them FACTOR"" ""In Other Words""; ""CHAPTER 6: Listen! Curiously Listen""; ""Curiously Listening""; ""Good Listening Skills Bring Success in Business""
 ""Can Listening Save You from Getting Sued?"" ""The Effects of Curious Listening Can Be Dramatic!""; ""The Lost Art""; ""What Does It Mean to Really Listen?""; ""Therea€?s Something about the Way That a Curious Listener Makes Us Feel""; ""Listening for the Remarkable""; ""Lee Iacocca Says Listening Curiously is #1 Trait of Leaders""; ""Thinking Fasta€?But Not Talking Too Quickly""; ""Good Listeners Listen with Their Faces""; ""Can You Top This?""; ""Ia€?m Listening to You""; ""Seven Simple Yet Powerful Listening Tips""; ""Time Spent Listening""; ""A Nation of Non-Listeners""
 ""An Acquired Skill""

Sommario/riassunto

Learn the relationship-building secrets that lead to lifelong clients, repeat customers, and endless referrals. In today's commoditized marketplace, no matter what product or service you sell, there's probably someone somewhere able to offer it cheaper, faster, and maybe even better. So how do you differentiate yourself from your competitors? The Connector shows that the only thing that truly sets you apart is the quality of your relationships with your clients and customers. Everyone knows that relationships are important in business. Yet most people would admit that their relationships could be