



## Client Seduction: A Step-by-Step Lead Generation System for Professional and Technology Service Firms

By Henry DeVries, Denise Bryson

AUTHORHOUSE, United States, 2005. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.CLIENT SEDUCTION: A Step-by-Step Lead Generation System For Professional and Technology Service Firms In today s market, it is not enough to offer a great service. You must be able to win and woo clients, which means the subtle art of client seduction. Client Seduction highlights a proven step-by-step system to generate leads for organizations who are engaged in a wide range of professional and technology services. These include: consulting, legal, accounting, architecture and engineering, marketing and advertising, venture capital, investment banking, IT services, computer software development, and technology systems integration. Client Seduction shows you: How you could fill a pipeline with qualified prospects in 30 days New ways to use the Internet to find clients 27 best practices to become a new client magnet How you could get a 400 to 2000 return on your marketing investment The Top Ten best tactics to generate clients Based on a four-year research study conducted by the New Client Marketing Institute, Client Seduction takes the scientific approach to marketing and makes it quick and enjoyable reading. Every chapter is packed...



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