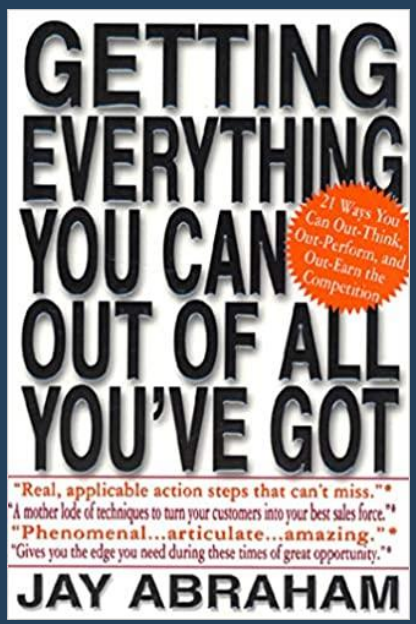

Getting Everything You Can Out Of All You've Got

Year of publication: 2001
Author: Jay Abraham
384 pages
Link for purchase: https://amzn.to/2VoBvjm

"Getting Everything You Can Out Of All You've Got" was published in 2001 and features successful techniques in both personal and professional life.

It teaches not only how to seize opportunities but also how to improve your business, produce more profits and increases productivity.

Score

8

9 Aplicability
9 Inspiration
7 Innovation
9 Impact on results
8 Structure

Main ideas of the book

- Exposing the best feature of your business prevents the customer from choosing the competition;
- Companies that produce innovations are more available for growth;
- Preeminence strategy is an excellent transformative method of business;
- Preventive marketing measures are a great way to develop a unique selling proposition;
- Studying everything that prevents the customer from making a purchase is the attitude of a winning leader;
- The easiest way to grow your customer base is to find contacts with the inactive;
- Not qualifying potential customers can be a waste of time and opportunity;
- The internet is a huge potential for profit;
- The more communication, stronger the relationship;

To whom is this book indicated?

"Getting Everything You Can Out Of All You've Got" is Fully recommended for leaders and managers who want to learn how to run their business satisfactorily by generating more profits and getting closer to the top of the ladder of success.

Overview of the book

Overview: Discovering Techniques of Excellence

Achieving success requires not just willingness, but necessary techniques that make you achieve the desired level.
When it comes to business, there are three key tips presented by Jay Abraham in his book "Getting Everything You Can Out Of All You've Got" that will be responsible for your career advancement. They are:

- Increase the number of customers;
- Increase sales;
- Increase the times the customer returns;

The art of winning customers is often related to how salespeople are served. The number of sales per customer can be increased due to good service and product quality.
The customer to be excited about the purchase needs to arouse in him a sense of usefulness in his product.
Well, to increase customer recurrence rate, at the very least you must come up with a product for which it sees advantage beyond the competition.
This may vary in value for money, but the qualities of your product may differ.
An excellent tip to ensure customer permanence is to invest in bonuses, promotions, giveaways, VIP meetings and the like. Instigating curiosity and nurturing your product knowledge are essential practices and in the end, will make all the difference.

Create your own strategies

Winning your plans requires planning and positive thinking. Basing on winning stories is great, and studying the tools they use is sensational. It serves as a source of knowledge and motivation.
But learn how to create and shape your own strategies, this will maximize your performance and improve your bottom line.
Knowing the good and bad points of your business will help you tackle problems more smoothly, find strategies, and see opportunities.
If you want to be a victorious leader, be aware of this business strategy.
The book reports that prominence is the soul of business.
This feature can be achieved by changing the mindset, always placing the customer as an important part of the business and never using manipulation to acquire profits.
Mastering this strategy is the same as using honesty in your business and empathy with people.
What makes the customer buy your product is the approach.
Identifying the prospect and the conditions they are in is essential.
Setting very high prices or releasing promotional values without proper study of the choice can definitely drive away people who were previously attracted to your business.

Overview: Be Smart

To capture a sale, be smart. This process ranges from identifying the prospect of how you handle the sale.
The clear approach that punctuates all product characteristics is much more likely to be heard and to be ahead of the competition.
Dodge competition requires market knowledge and identity with the business. This is called by Jay Abraham as the Exclusive Selling Proposition (USP).

The intention of this method is to show the characteristics that distinguish your product from others and the integration of these factors in different areas, from marketing to team behavior. Everyone should take the company DNA and the product fingerprint with them.
Understand that USP must be accessible to the leader or team. Do not, for example, make commitments that you cannot fulfill. And this mainly includes product values, benefits, promotions, and functionality.

Choosing the differential in the best way

The author Jay Abraham explains in his book “Getting Everything You Can Out Of All You’ve Got” that it is necessary to know the industry you work in and focus on the needs of the market. This is a differential of excellence.
USP is the best way to rescue old customers or even a way to attract those who haven't even become one. Remember that this is your own strategy, seeking attention and highlighting something.
A good salesperson and leader need to understand that the customer does not buy products but final results. So all you can do so that he can be more satisfied with the purchase, do it.
This is also a great way for you to open up opportunities for demonstrating other products. The customer likes a targeted purchase. Although, most of the time, the person already has in mind what he will acquire, and it is his job to open the range of possibilities in the business.
Also, pay attention to your opinions. If you want to have a relationship with the customer, create a follow-up relationship. Do not seek immediacy.
Always look for sales, that for a better result, require a greater amount of time.
Maximizing your performance and profits requires patience and study. For a business to really work and you have the properties you need to stay ahead of the competition, you need to constantly reevaluate your approaches and analyze your strategies.
Another smart idea is for you to create business links with partners from different industries. This is a great way to save money because the art of prospecting customers spends time and money.
The author calls this choice “Host Beneficiary Relationship”
This is a relationship of mutualism in which both companies are privileged. There is business sharing between them.
It may work through product referral or permission to approach the prospect.
This relationship is not invasive, has no competition between them, does not have to spend on marketing and is a great way to increase profits considerably.

Overview: Finding Opportunities

Create a referral system

Although it is a concept of physics, the idea of reference has a lot to do with how you measure and architect the quantities.
As such, this idea can also be implemented in business and refers to the changing mindset and belief you have about your product.
Focusing on the benefit your service does in people's lives is a great way to increase motivation and apply referrals to those who really deserve it.
The sense of self-esteem is directly related to the way you deal with customers, who looking at your product characteristics, the follow-up and the vision of the team, choose to stay and refer your business to those who don't know you yet.
It is the law of consistency that is the key to innovation and the exponential growth of the organization.
Another way to instantly grow your customer base is to reactivate the old ones. This remoteness the work calls "friction."
Friction depends on a few factors. The distance, change of plans, competition are some reasons that explain the inactivity of the business.
It is important that you, the leader, know the level of friction, the reason, and provide the right tools for the potential person to recur.

Avoiding Conflicts

But what are the main reasons why the customer breaks with the company?

- Something not related to the company;
- Dissatisfaction with the purchase;
- The company no longer has the profile the customer is looking for;

The main action to be taken is communication. Worrying about their well-being is the first key to getting the link back.
Understand that no one wants to bond with those who do not care about their life and their problems.
If the reason was dissatisfaction with the purchase, try to understand what happened, which can be from breach of promise to an unwanted relationship between customer and professional.
You may even think that this initiative is a waste of time and energy. But be aware that taking a moment of contact greatly increases the chances of impacting and impressing inactive customers.
An excellent opportunity to optimize your time and maximize your bottom line is to identify a potential customer. Understand that the amount of people you approach is not important.
What is really relevant is lead capture and customer convertibility.
To make this identification even easier, study your consumer market.
The list is the most important factor and it indicates a predisposition for the success of your business. It can be divided into two types: compiled list and direct list;
The first list asks for information from potential customers. It is categorical and explicit the reason for the affinity of the person with the business. The direct list, on the other hand, indicates the people who have had any connection with the product or market in question.
Be aware of these tips and don't miss the opportunity to be the best leader this world has ever known.

Overview: Best Results Maximization Tools

When we think about customer acquisition, it is natural for telemarketing to rank the best tool. However, although known, it is necessary to apply this method wisely and consistently.
Initial contact is the first door before you actually start using telemarketing. This can be done through correspondence or emails that indicate benefits to those who purchase the product, or simply a warning about the company's desire to call the customer.
Give preference to a team that already has experience with the same industry you work for and always look for information from previous jobs and referrals before making the necessary hiring.
Studying the potential customer, your product and the consumer market are excellent tips that can facilitate communication with the customer, make the dialogue more interesting and more likely to sell.
Another tip is not to be intimidated by technology. We are in the age of modernity and we need to adjust to these factors. The Internet can be an ally to the growth of your organization.
Business plan creation needs to be flexible, adapt quickly, but at the same time reveal your fingerprint through the product presented.

Invest on the Internet

The Internet is a broad tool. Therefore, you must create allowances for people to find your product. Just like in the real world of business, the big network is also a field of competition.
This is one more reason why you can well architect your business and present a product that stands out in the consumer market.
It is not enough to create a website and launch products. You need to invest in marketing to reach people. To do this, it is essential to find skilled professionals who work for you and who are able to achieve a good ranking of your site through targeted methods.

Business success depends directly on customer participation.
The art of communicating, investing in social networks, being available to answer questions or even creating a virtual community are great ways to reach out to the public, update your business and stay ahead of the competition.
Communication skills should also extend to your team. Be specific about goals and be available to share information and ideas among your members.

Don't limit yourself to just one wish

Learning successful techniques, building a powerful team and maximizing clients is important. But, according to the book "Getting Everything You Can Out Of All You've Got", none of this will be achieved if you do not set specific and achievable goals beforehand.
Understand that your projects need to be written. Contact with the plan on paper is a source of motivation and is more open to change if there are any mishaps along the way.
Creating secondary goals that lead you to the primary goal is wise. Always seek knowledge and restrict your success.
A successful leader builds on success stories.
Be aware of the tools you use, but always try to adjust to your reality.
Also, understand that the strategies that have led you to achieve some success in some area of your life can be reused as long as they have been reformulated before.
Think about it.

What do other authors say about it?

In the book "The 7 Pillars of Successful Sales", Rejiano Vedovatto and César Frazão make it clear that a successful salesperson not only knows that the customer buys a product, but also what value that product adds to the customer.
And yet, the concept of value can be perfectly explained by presenting the features, benefits, and advantages of the product.

Author Mitch Anthony, in his book “Selling with Emotional Intelligence”, says that many negotiators make the mistake of trying to reach the best deal by thinking only of their side.
They fail to consider the long-term impact that business can have on customer relationships.

In “Innovate or Die” by Luiz Guimarães, introduces a proposal that seeks to modernize and innovate companies to adapt them to the digital age, focusing mainly on customers. The work brings reflections that help to better understand the changes and their causes, besides stating that it is not necessary to be a startup to innovate.

Okay, but how can I apply this in my life?

- For greater results, better approaches. Be mindful of your customers;
- To be ahead of the competition is to make a difference. Print your DNA on your product;
- Building a product is good, but having a solid mindset is critical. Believe in your potential;
- Do not make unreachable commitments. Success needs attainable goals;
- Contacting inactive customers does not always mean a return on business. It can mean learning on the journey. Be aware of mistakes;
- Telemarketing success begins in the mail. Letter communication is the first means of contact with the prospect;
- The Internet is a powerful form of marketing. Choosing this tactic is smart, and knowing engagement strategies is critical.

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