



Getting Naked: A Business Fable About Shedding the Three Fears That Sabotage Client Loyalty By Patrick Lencioni(A)/Dan Woren(N) [Audiobook]

Patrick Lencioni

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In this adapted Audiobook, Best Selling Author Patrick Lencioni explores a fresh way to provide value to clients. In 'Getting Naked', consultants and professionals find it easier to connect with and retain clients by learning the approach that builds greater trust and loyalty. With these strategies, professionals and consultants will be able to attract many more clients, period. Naked service begins before a client actually becomes a client. It allows firms to be more open, more generous and less desperate in the sales process, and creates great differentiation from more traditional sales approaches. Finally, the naked approach attracts those in business that who yearn for an honest, natural way of working, both with clients and with one another.

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