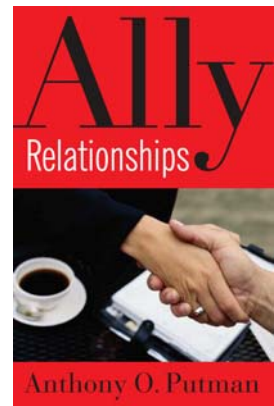




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ALLY RELATIONSHIPS: THE KEY TO SUSTAINED SUCCESS FOR YOUR SERVICE BUSINESS

Success in a service business is hard to achieve, and harder still to sustain. Providing great services and customer focus is no longer enough; in fact, they have become table stakes in the competitive game. Your “crown jewel” asset – the inclination of your customers to buy from you instead of from equally qualified competitors – is under constant attack. How does a successful service provider protect it? How can you build and sustain success in a service business?

Ally Relationships answers these questions in clear and specific detail. Services cannot be differentiated. Business relationships *can* be differentiated, and this important new book from Burns Park Publishers shows readers how to take their business relationships to the highest level – the Ally relationship – routinely and consistently.

Ally Relationships takes the reader “behind the curtain” to see exactly how the most successful service providers build and sustain their success. Readers will learn:

- What is the “crown jewel” asset, and why it is under attack.
- How to consistently stand out from competitors when clients decide to buy.
- How to take business relationships to the highest and most valued level – quickly and effectively.
- Keys to success, and traps to avoid.
- Specific “Operating Principles” for developing an Ally Relationship – and the business that goes with it.

Fun to read, engaging and very practical, *Ally Relationships* was written with one end in mind: to contribute to the sustained growth and success of the reader’s business. As well-known author and business guru Chip Bell put it: “A perfect blend of the profound and the practical, *Ally Relationships* will completely transform how you manage valued relationships!”