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August 14th 2014: Profit Heroes Strategies For Winning Customers and Building Profits

Many of the buyers you encounter today are going to pressure you to reduce your price in order to win their business. Make no mistake, you are being commoditized. Without the business acumen to truly understand your client's business and justify the impact your solution has on your prospective client's profit, you are destined to compete on price. Tune into today's show as our guest, Bob Rickert shares keen insight on how to enhance your profitability by improving your clients profitability.

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Featured Guest



Bob Rickert

Bob Rickert, author of "Profit Heroes – Breakthrough Strategies for Winning Customers and Building Profits." My favorite quote is: "it's never too late to be what you might have been."

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