



The Marketer's Handbook of Tips & Checklists, 2010-2011 ed.

Phyllis Haserot

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This book is a practical guide for marketing your firm and is a useful resource for both the marketer and the rainmaker. It includes several new checklists for 2010-2011 on human performance skills. It also provides more than 100 checklists that can be used daily in every phase of marketing planning, client service, business development, the professional selling process, management related to business development, and relationships with inside and outside professionals. The author, a highly respected business development consultant and coach, reveals the tips and techniques she has provided to clients for more than 20 years.

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