



10 Answer Keys, Building Powerful Strategic Business Alliances

Meredith Bromfield, Mary Erlain

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This book is all about the answers to questions individuals have concerning the who, what, where, how and when to building powerful strategic business alliances. People every day go to networking events with the hopes of finding the perfect client and score the big sale. Often these types of events net nothing more than a drawer full of business cards. Building alliances is the secret to business success because it goes to the core of what matters. People do business with people they know, like, and trust. One connection can open up many doors of trust and respect, and at the end of the day isn't that what every business person wants. This is the pathway to referrals. It is a giving principle that reaps stupendous results. It is also a principle that very few have mastered. This book will give you its secrets, and once mastered will bring you the success you so rightly deserve and desire.

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