

“This book will help all who read it to know what they believe and why they believe it and then to sell and serve with authenticity.”

—C. William Pollard, Chairman Emeritus, The ServiceMaster Company

FROM SELLING TO SERVING

THE ESSENCE OF CLIENT CREATION

LOU CASSARA

Table of Contents

Acknowledgments

Foreword

Introduction: When in Doubt, Tell the Truth

Part I: The Attraction Principle: You Are the Difference

Chapter 1: Be a First-Rate Version of Yourself

Chapter 2: The Essence of Attraction

Chapter 3: The Power of Your Authentic Intentions

Chapter 4: Discovering Your Value

Chapter 5: Knowing Why People Work with You

Chapter 6: Communicating Clearly, Effectively, and with Purpose

Part II: The Connection Principle: Understanding and
Activating the Deep Emotions in Others

Chapter 7: The Energy of Relationships

Chapter 8: The Language of Trust

Chapter 9: The Caring Conversation

Chapter 10: Identifying Your Real Products

Chapter 11: Saying What You Mean, Meaning What You Say

Chapter 12: Connecting to Your Client's Real Needs

Part III: The Commitment Principle:
Honoring Your Agreements

Chapter 13: The Moment of Truth

Chapter 14: Vision Precedes Action

Chapter 15: The Factors That Influence Decisions

Chapter 16: Empowering People to Commit

Chapter 17: Converting Obstacles to Opportunities

Chapter 18: Aligning Intentions with Actions

Conclusion: From Believing to Knowing

Glossary

Bibliography

Index

People dislike being sold, but love to be served.

A recent *Business Week* study revealed that two-thirds of financial services clients are thinking about leaving their advisors. Given this climate of change, are you frightened by the challenge or excited by the opportunity?

Many people in advisory roles—financial representatives, attorneys, brokers and bankers are at a crossroads. The old model of relating to clients based on controlling them is no longer effective. *From Selling to Serving* offers another way, a way to create significant and rewarding client relationships.

How you communicate with your clients accounts for 85% of the relationship. Yet most professionals spend only 15% of their time developing these vital skills and abilities. The Client Creator Process™ in *From Selling to Serving* helps you understand the principles and patterns necessary to focus on creating quality relationships and sustaining success.

People buy from people. Relationships, not products, are the key. Changing the way you think about these relationships, and moving from a selling to serving mindset creates unlimited opportunity. In this current environment, it can make all the difference for you, both personally and professionally.

You will have the confidence to:

- *ATTRACT by knowing and communicating why people work with you.*
- *CONNECT by understanding and activating the deep emotions in others.*
- *COMMIT by aligning intentions with actions.*

About the Author



Louis J. Cassara, CEO and founder of The Cassara Clinic® LLC and Cassara Associates, has been motivating people to “realize their true potential” for over twenty years. As an industry sales coach and mentor, Lou has trained thousands of business professionals and entrepreneurs to develop significant relationships with their clients. The powerful principles and strategies taught challenge each participant to improve their communication, develop their process, and enhance their presentation.

Lou Cassara’s impressive career as a Chartered Financial Consultant and Chartered Life Underwriter has placed him in the top 1% of his peers. He is a Top of the Table producer and a Life and Qualifying Member of the Million Dollar Round Table. His career production ranks in the top 20 representatives of all time with the Northwestern Mutual Financial Network. Lou is a nationally recognized speaker and teacher on communications and client relationships.

Advance Praise

"I think you are going to love this book. It is full of insights, experiences and advice that can transform your life and your business practices."

Ken Blanchard

coauthor of *The One Minute Manager*® and *The On-Time, On Target Manager*

"A profound, refreshing book that only a person who walks the talk could have written. Lou has given us a classic that will inspire and challenge the rookie and veteran alike. It is amazing that so much wisdom can be packed into so few pages."

Charles "T" Jones

Author of *Life is Tremendous*

From Selling to Serving: The Essence of Client Creation

By Lou Cassara

\$25.00 hardcover, ISBN 0-7931-9207-2

Available June 2004.

Excellent discounts are available for quantity purchases:

100 copies = 50% - \$12.50/book

500 copies = 60% - \$10.00/book

1,000 copies = 65% - \$8.75/book

To order: Eileen Johnson

800-621-9621, ext. 4444

ejohnson@dearborn.com

www.dearborntrade.com

Dearborn[™]
Trade Publishing
A Kaplan Professional Company