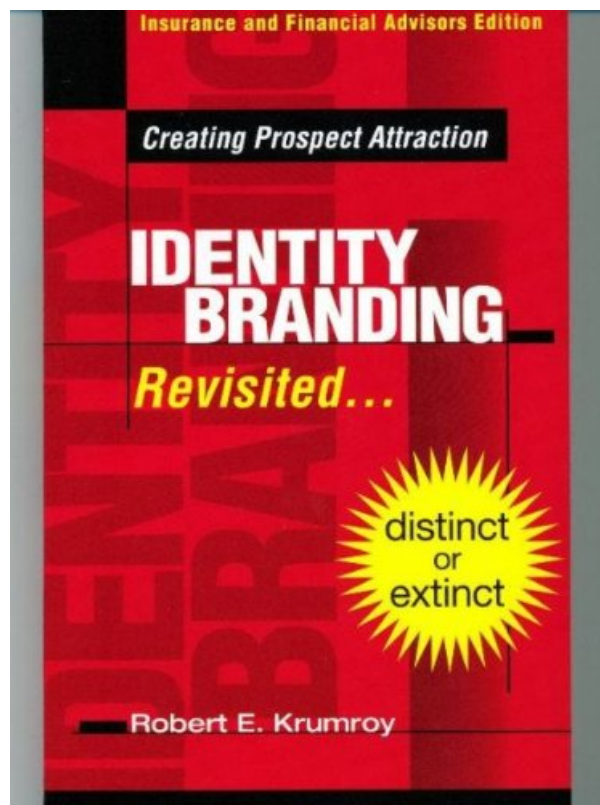
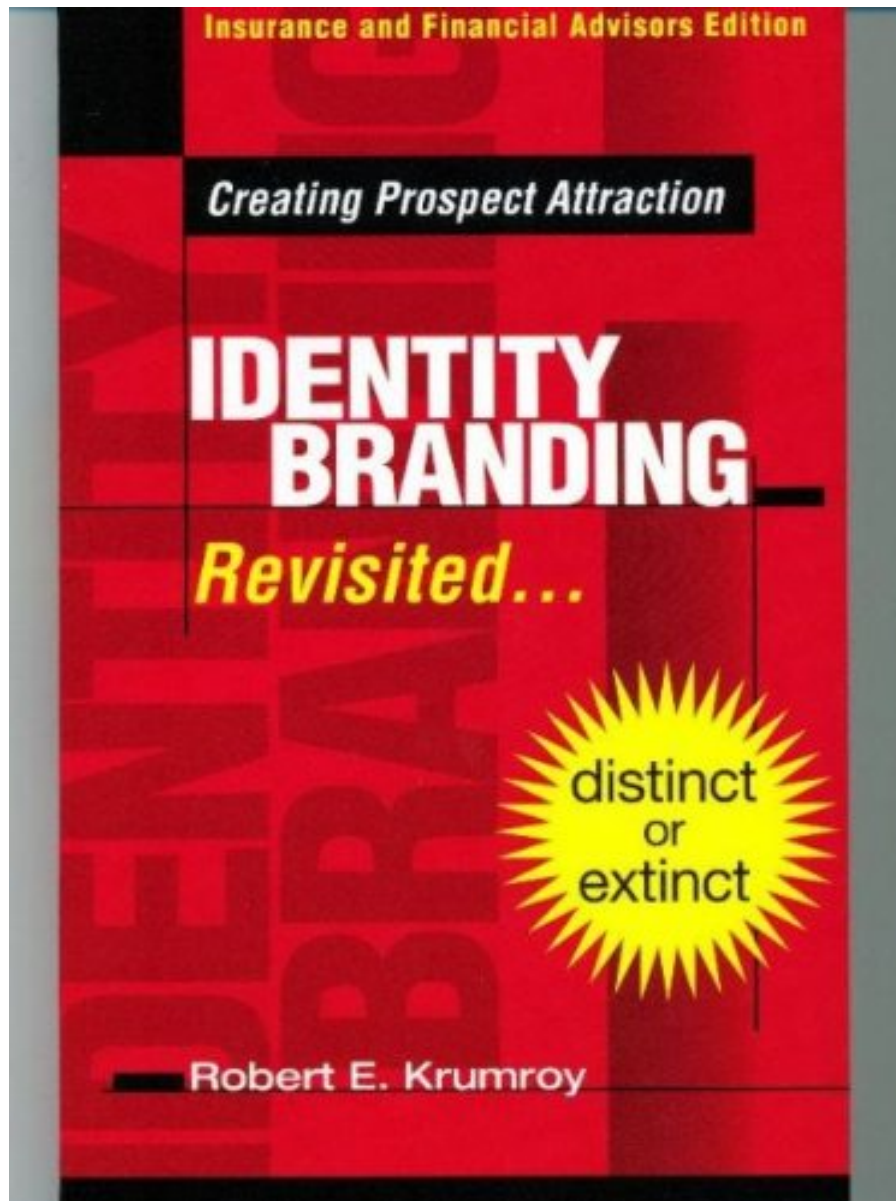


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CEO, author of six books and founder of Identity Branding, Inc. and e-Relationship, has been teaching the principles of prospect attraction to financial sales professionals for more than 30 years. His impressive career placed him among the top 100 financial managers in the financial industry. Referred to as The Prospect-Attraction Coach, Robert is a nationally recognized speaker and teacher. The powerful strategy he teaches has dramatically improved sales, prospect access, retention and recruiting for many of the leading financial service companies in the U.S. He lives in Greensboro, NC.

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Same ole Same ole

By A Customer

Interesting that the book is the same as all other marketing books. Same ole, same ole. As I read, it seemed like I was reading a hodge podge of all the ideas that have been in print for years. Putting them all in one book, claiming "different", flies in the face of the subject matter. Not for me.

9 of 17 people found the following review helpful.

A Must Have For Professional Service Providers

By Robert E. Krumroy

In today's market environment, most professional service providers look alike - the "Me-Too" syndrome. They live by the misguided belief that if they just continue to increase their knowledge and provide a great service that the public will eventually notice and beat a path to their doors. The result is that most of these professionals end up disappointed with their careers and an alarming majority eventually fail to survive. They grow weary of the constant emotional struggle to prospect and to then sell the potential client on their ability.

Excellent service, though important, is no longer the primary component of attraction for the average client, neither is name recognition of your firm or company. Brand Name recognition is not the same as Brand Attraction. Attraction in today's market is all about YOU. It is no longer enough to promote your product or your company, but it is VITAL that you learn how to promote YOU. Differentiation is the foundation of choice. It is the only attraction strategy that is effective in today's market, the strategy that can create a preference for YOU. If you don't learn it, you will lose...and there are no second chances, not in today's overly crowded market.

Marketing requires innovation, not imitation. It requires creativity, not duplication. This book is loaded with practical ideas that can help you dominate your local market; ideas that can make YOU the brand of choice in your market; ideas that can make you the professional that the competitors are chasing. You will find reading it to be exciting and pragmatic as it inspires you to think creatively, past the typical boundaries of your "Me-Too" competitors. Once you pick it up, you won't put it down.

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