A Dragon Walks into a Meeting

A Tactical Guide to Client Management

by John Brown & Fred Fuller

About the Book

Whether you were just thrust into a client-facing role or are already in one and want to hone your skills, A Dragon Walks into a Meeting presents valuable tips, tricks, and tools for client success. Focusing on everything that happens after the sale, including some the hardest pitfalls and challenges in business, John Brown and Fred Fuller share tested and proven methodologies, including:

- · Unwritten rules of the job
- · Practical tactics you can use today
- Critical skills to execute with clients and how to develop in each area
- · Philosophical underpinnings for client management
- Illustrative stories designed to provide clarity and application

Relationship management (and how to handle sticky client situations) may not be covered in business school, but don't worry. John and Fred are here to teach you what they wish they'd known when they started.

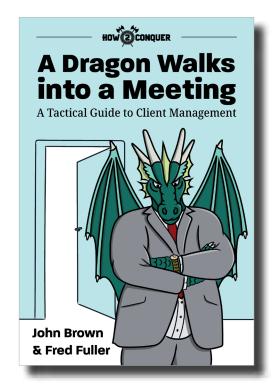
About the Authors

John Brown

John Brown has over 25 years of experience as a client manager and operations leader. He is currently Chief Operating Officer at ParkMobile. Previously, John was Vice President of Client Operations at Clutch Technologies, built the bank client-facing team at Cardlytics, and served as Vice President of Strategic Accounts for Fiserv. John began his career as an officer in the U.S. Navy onboard a nuclear submarine.

Fred Fuller

With over 20 years of corporate experience, Fred Fuller started in the world of finance but moved into client management, taking responsibility for the Financial Institution Account Management team at Cardlytics. He is currently the Director of Business Development and Account Management at Levvel. Fred spent time in the US Navy, participated in BUD/S, explored theater, worked as a radio DJ, and spent time in residential real estate.



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