



Attracting Perfect Customers: The Power of Strategic Synchronicity

Stacey Hall, Jan S. Stringer

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Most businesses spend far too much of their time and energy struggling to get new customers or hang on to existing ones—even customers who are ultimately more trouble than they're worth. *Attracting Perfect Customers* invites readers to move beyond the notions that "business is war" and winning market share means "beating" the other guy. The authors outline a simple strategic process for making businesses so highly attractive that perfect customers and clients are naturally drawn right to them.

Sound too good to be true? Hall and Brogniez have successfully shown clients how to do it for years, and now they share their secrets. They prove that it is no longer productive or profitable to conduct business using the war-like marketing techniques of targeting customers and outmaneuvering the competition. In fact, these techniques seem antiquated and labor-intensive when compared to the Strategic Attraction Planning process, which requires just five minutes each day and enables any business to easily attract customers that are a perfect fit for their organization—the kind of customers it is a pleasure to serve.

Attracting Perfect Customers takes you step by step through the entire strategic attraction process. The authors reveal the six success standards of strategic synchronicity and share simple, fun, and easy-to-follow exercises that can be applied to any organization. They walk you through the process of creating your own personalized Strategic Attraction Plan and provide 21 supportive tips for making any company more attractive to its perfect customers.

Attracting Perfect Customers will take you to a place where there is an abundance of perfect customers and clients with whom you can build strong, satisfying, profitable, and lasting relationships.

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