



Summary: Bag The Elephant - Steve Kaplan: How to Win and Keep Big Customers

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Complete summary of Steve Kaplan's book: "Bag the Elephant: How to Win and Keep Big Customers".

This summary of the ideas from Steve Kaplan's book "Bag the Elephant" shows the merits of acquiring and retaining big clients to grow your business. In fact, working with fewer big customers has many advantages over working with many small wants, ranging from being more cost effective, being more focused, being able to build lasting relationships and reduce advertising spend. These 'elephants' of the business world are hard to acquire, and a successful contract is contingent on an effective game plan which must contain the following four elements: 1) Develop the right business mindset, 2) Have an appropriate sales strategy, 3) Leverage your big business clients and take full advantage of them, 4) Avoid the five killer mistakes which could mitigate your success. The summary is logically divided into the above key points, ending with the five mistakes which should be avoided all costs – From biting off too much, to keeping all your eggs in one basket.

Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Bag the Elephant" and discover a series of simple checklists and structured guidelines, that will help anyone who wishes to acquire and retain the best clients for their company.

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