



BOOK NEWS & NOTES

Finding Business Success

(NAPSA)—If you feel like your business is making peanuts, it may be time to bag your first elephant. The same can be said for salespeople who are not happy with their results or virtually any other business person looking to increase his or her worth and profits.

That's the idea behind a new book by Steve Kaplan, an author who has owned or consulted for over 100 businesses and turned his own small business into a 250 million dollar, 1300 employee international operation.

Kaplan says one thing successful businesses have in common is that their owners all remember the precise moment they knew they had made it big: The moment they landed their first huge client, or "bagged their first elephant."

"Bag The Elephant" (Bard Press, \$19.95) walks readers through the steps that can help them land and keep big clients—the kind of customers who can turn a business or career around. The book offers tips including:

- The four critical things you need to know about working with big clients and the six keys for a successful big-customer focus
- Ideas and techniques for

Bag the Elephant!

with Foreword by John E. Pepper
Chairman & CEO, retired
The Procter & Gamble Company



How to Win & Keep BIG Customers

Steve Kaplan
The Difference Maker



developing your own elephant prospect list

- The secrets of negotiating with an elephant without giving away your profit margins

The book also discusses how to find elephant employees who will work with you as inside sales reps and how to avoid the five "killer mistakes" Kaplan says can put you out of business.

For more information visit www.differencemaker.com.