



# The Opening Playbook: A Professional's Guide to Building Relationships that Grow Revenue (Business Books)

By Andrew Dietz

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### YOUR GAME PLAN FOR WINNING BUSINESS RELATIONSHIPS

Just like a football game, client building requires a solid strategy executed by a series of well-designed plays. While the ultimate objective of a sports team is to put points on the board, the plays are designed to systematically get the team into scoring position. The score itself--a touchdown, a goal, a home run--is the closing play. But you can't get there without great opening plays.

In the world of business development and sales, getting into scoring position means being in the room with decision makers and influencers--and that's what *The Opening Playbook* helps you to do.

Business development guru Andrew Dietz takes you step-by-step through the process of getting yourself into the ideal position to sell your services, whether you're a one-person operation or work for a major firm.

Taking on the role of your coach, Dietz shows you "game footage" of Sam Wentworth, a law firm associate on the cusp of becoming a partner. But first he has to prove himself on the field of play by demonstrating his business development abilities. Meanwhile, the play clock is getting close to zero . . .

Throughout *The Opening Playbook*, Dietz stops the film at critical points, showing you where Sam succeeds and where he trips up. He provides the powerful opening-drive plays (best practices for establishing authentic business relationships), analyzes the defense (obstacles in the way of the success), and suggests audibles (on-the-spot tactical modifications to answer unplanned-for challenges).

The team with the best plan usually wins the day. Put yourself several steps ahead of the competition and develop winning business relationships with *The Opening Playbook*.

## **PRAISE FOR *THE OPENING PLAYBOOK*:**

*"Dietz outlines both the behavioral pitfalls to avoid and the disciplines to embrace on one's path to truly connecting with clients. Truly honest instruction from the Lombardi of business development coaches." -- James H. Gilmore, coauthor, *The Experience Economy and Authenticity**

*"Andrew Dietz inspires you to create great conversations with your prospects so that you become a valuable, trusted advisor. If you want long-term relationships with your clients, this is the book for you." -- Shawn Kent Hayashi, author of *Conversations that Get Results and Inspire Collaboration**

*"If you want to have your clients for life, you must read **The Opening Playbook!** A great storyteller, Andrew Dietz provides invaluable insights on how to become a trusted advisor." -- Jagdish N. Sheth, Charles H. Kellstadt Professor of Marketing, Emory University, and author of *Clients For Life**

*"Dietz provides a great blend of strategic and tactical advice, wrapped in great stories and examples. It's an enjoyable and VALUABLE read!" -- Bill Cates, author of *Get More Referrals Now* and *Beyond Referrals**

*"Andrew Dietz is a master at building relationships, and his book is filled with insightful ideas and useful strategies." -- Alan Deutschman, author of *Walk the Walk* and *Change or Die**

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### **Editorial Review**

About the Author

**ANDREW DIETZ** is founder and president of Creative Growth Group, Inc., a consulting company that helps business and professional service firms grow client relationships and revenue. He advises clients across the United States, Canada, and Europe in industries ranging from law and accounting to IT services, public relations, and business strategy. Clients include firms such as Deloitte, Microsoft, and Cushman & Wakefield.

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