

What business are we really in? Well, we DO contracting, but in order to get on location and start the job, we must first SELL our contracting services to individuals and businesses. Whether we like it or not, we have to reach out to people. Without them, we can't do what we love to do. So, when I am asked what business I am in, my answer is always, "I am in the People Business." As I see it, because I am a contractor, people are my first priority. My job is to: 1. Locate people who need my services. 2. Use key questions to understand exactly what they need done. 3. Demonstrate "value" how I can do this job better than the next guy. 4. Develop a pleasant, working relationship with them that carries us through the contracting job. 5. Maintain that relationship so that I can get referrals for other clients from them. This handbook will show you exactly how to accomplish this and how to succeed as a contractor.

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