



Bag the Elephant: How to Win and Keep Big Customers

Steve Kaplan

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Now available in paperback, Steve Kaplan's *Bag the Elephant*, is the *New York Times*, *Wall Street Journal*, *USA Today*, and *Business Week* bestseller that has received praise from around the business community:

"Steve Kaplan's elephant strategy is right on the money, as long as you're willing to roll up your sleeves and go to work."—Daniel M. Snyder, Owner, Chairman of the Board, The Washington Redskins.

"Kaplan shows you how to think *BIG*, act *BIG*, and win *BIG*."—Jeffrey Gitomer, author of *The Little Red Book of Selling*.

"A terrific read! From now on, when I think about building business and sales, there's no way I'll ever forget the Elephant."—Harvey Mackay, author of *Swim with the Sharks Without Being Eaten Alive*.

Bag the Elephant is all about how smart businesspeople can woo and keep those all-important elephants—the big, make-or-break customers. Like its companion, the *New York Times* bestseller *Be the Elephant*, it is filled with dynamic advice and real-life examples, delivered in an energetic, straight-shooting fashion that gets right to the core of its powerful idea—how to land the account that will put you over the top. Here are six keys to achieving the elephant mindset and understanding the big customer. How to map and use a big company's red tape to your advantage. Why the elephant needs you as much as you need it. Preparing yourself and your pitch. How to negotiate with elephants without losing your profit margins. And how to avoid the five killer mistakes, from mismanaging client expectations to losing sight of the numbers.

For small business owners, entrepreneurs, executives, and sales people, stalking and landing an elephant can be the most profitable adventure of your life, and Kaplan explains everything you need to know.

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