



Growing your Property Partnership: Plans, Promotion and People

Kim Tasso

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Being the best agent or surveyor does not always mean that you will be the best manager or leader. But being an agent, surveyor or other property professional probably means that you are averse to taking time out to learn about management.

This book is a pragmatic introduction to alternative growth strategies and management solutions in planning, leadership, human resources, strategic marketing, promotion, selling, "clientology" (relationship management) and achieving change. It is packed with ideas and checklists to spur you along with guidance on: analysis, motivation, networking, branding, service development, persuasion, project management, rapport, tendering and an A-Z of promotional tools.

The book tackles many of the key issues faced by those who manage and direct their professional firms, from preparation of business plans, to leadership strategies and client relationship management.

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