



Billion Dollar Mindsets: How Smart Relationships Win Government Contracts

Dr. Tom Barrett

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Government contracting. It's a world of high tech, high stakes, high speed, and high significance. At times, it's a world of high stress. And at all times, it's a world where relationships matter. The purpose of this book is to:

- Help you understand the extraordinary power of smart customer relationships in this relationship-driven market.
- Explain why you are often only one relationship away from a win or a loss.
- Demonstrate that the greater your skill in building smart relationships with the customer, the greater your probability of winning business from the customer.
- Teach you the ten power mindsets that create customer preference for your organization.

"I love Dr. Barrett's new book, Billion Dollar Mindsets. Capture is about the relationships needed to help understand customer needs and build advocacy. This book completes the story of capture and fills in the relationship side that has been misunderstood by so many people. It is a must read for company executives working in the government market and for their management and BD teams. This is the book Dale Carnegie would have written if he were alive today." Robert E. Lohfeld Sr., Chairman of the Board, Lohfeld Consulting Group, Inc.

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