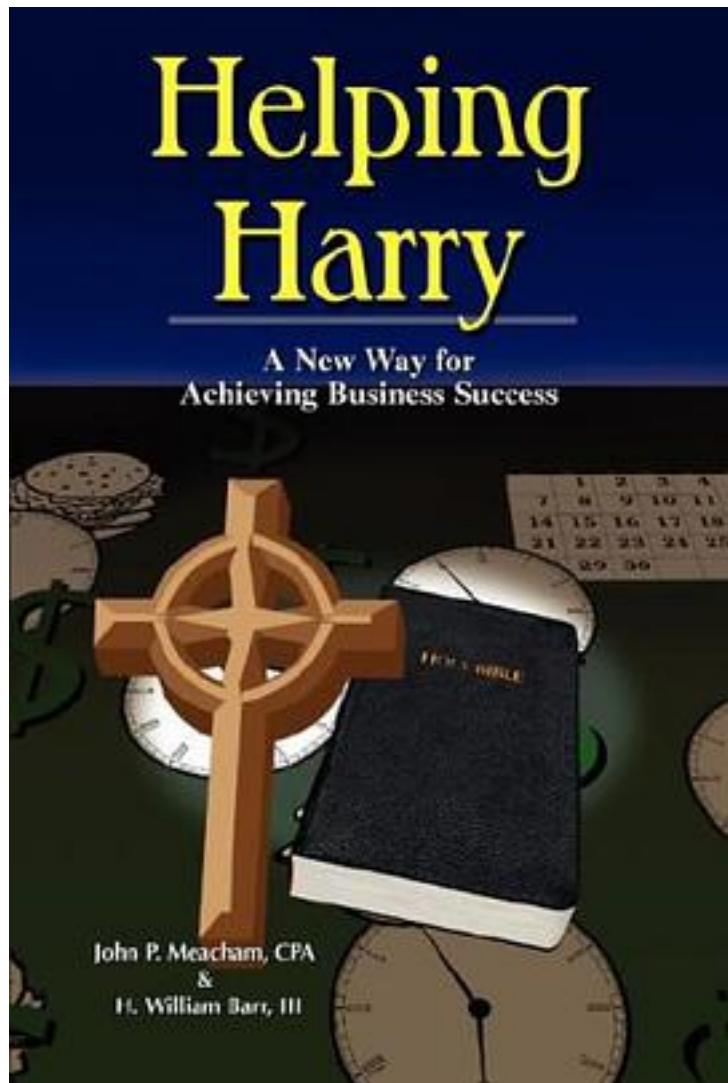


Helping Harry - A New Way for Achieving Business Success



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Helping Harry is a book about embracing change and leading a company to business success using biblical principles. In the book, HWC Landscaping Supply Co. (a fictitious company) hires John and Bill (the authors) to lead them through a process to improve their financial and sales results. The Financial Results Model they use focuses on setting financial targets, identifying problems, formulating solutions, and implementing successful changes. The change they recommend to the sales function positions HWC to achieve the results they forecast by using a sales process based upon how businesses make buying decisions. While this is a story about a medium-sized business located in the Southeast US in the "building supplies" industry, the principles apply to any business.

作者介绍:

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