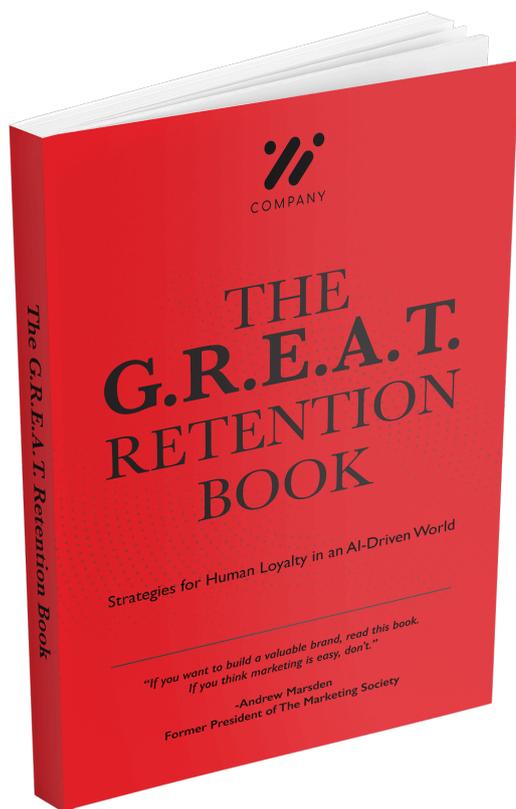


# THE G.R.E.A.T. RETENTION BOOK

**A customised retention playbook  
your clients keep, use, and share.**

The G.R.E.A.T. Retention Book is a practical framework for growth after the sale – where profit, loyalty, and advocacy are created.

It shows how organisations increase value from existing clients through retention and repeat business. Designed for immediate application, not theory.



Custom editions are produced for organisations ordering 100 copies or more.

Each edition includes your logo on the front cover and a leadership introduction written by you. Sector-specific editorial adaptation and internal rollout materials are available from 500 copies.

To discuss volumes, options, and delivery timelines: [enquiries@aftersales.marketing](mailto:enquiries@aftersales.marketing)

AI is rewriting the rules faster than teams can react.  
Selling is harder. Winning new clients costs more.  
Keeping existing ones matters more than ever.

But your reality is different.

You don't just win by selling more.  
You win when your clients grow and prosper.

Their success is your business model.

You can't sell their products for them.  
But you can give them something far more powerful:  
the knowledge to make more money from the clients they already have.

Retention. Repeat business. Advocacy.  
Growth without constant acquisition.

That's what this book is about.  
A practical framework for where value is actually created – after the sale.

When your clients grow, you grow.  
When they endure, you endure.  
When they win, you win.

The cost? €20 per client.  
Less than a lunch.  
Less than a meeting that goes nowhere.  
Less than corporate merchandise with no lasting value.

What do you get?  
A tangible asset with your logo on the cover.  
Something clients keep and share internally.  
A book that positions you as a partner, not a provider.

Your relationship managers gain a reason to start better conversations.  
Your partners gain language that signals long-term intent.  
Your brand stays on desks, shelves, and in boardrooms – long after the gift is given.

So what is it?  
Knowledge? A client gift? A retention tool?  
A way to protect your future revenue?  
All of it. For €20 per copy.

If your clients' success matters to you,  
this decision shouldn't be hard.

Order your customised edition.  
Because when your clients win – you win, too.