

Estimate, Guess, or Promise: Douglas Allen's Essential Guide to Building Trust and Credibility

In today's business world, it is more important than ever to build trust and credibility with your clients and customers. When people trust you, they are more likely to do business with you, and they are more likely to be loyal customers. Conversely, when people do not trust you, they are less likely to do business with you, and they are more likely to spread negative word-of-mouth.



Estimate, Guess, or Promise? by Douglas R. Allen

★★★★☆ 4.6 out of 5

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There are many things that you can do to build trust and credibility with your clients and customers. One of the most important things is to be honest and transparent with them. This means being upfront about your prices, your products or services, and your policies. It also means being willing to admit when you make a mistake.

Another important thing that you can do to build trust and credibility is to deliver on your promises. When you say you are going to do something, make sure that you do it. If you can't deliver on a promise, be sure to let your clients and customers know as soon as possible.

In his book, *Estimate, Guess, or Promise*, Douglas Allen provides a comprehensive guide to building trust and credibility. He explains the importance of being honest and transparent with your clients and customers, and he offers practical advice on how to do so. Allen also discusses the different types of estimates, guesses, and promises, and he explains how to use them effectively.

Estimate, Guess, or Promise is an essential guide for anyone who wants to build trust and credibility with their clients and customers. Allen's advice is practical and easy to follow, and it can help you to build a strong and lasting business.

About the Author

Douglas Allen is a business consultant and author. He has over 20 years of experience in helping businesses to build trust and credibility. Allen is a frequent speaker at conferences and workshops, and he has been featured in numerous publications.

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