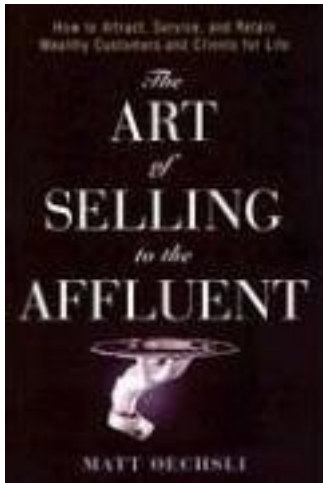


# The Art of Selling to the Affluent



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This insightful book shows salespeople how to meet the needs of affluent clients--from the initial contact, to the sales presentation, to providing the level of service and quality they expect, to securing them as long-term customers. Based on extensive research of the buying patterns and expectations of the wealthy, this step-by-step sales guide reveals the secrets of attracting and keeping wealthy clients for life, boosting sales and repeat business. "The Art of Selling to the Affluent" is also a crash course in the world of the wealthy, giving you the understanding you need to satisfy and retain these profitable top-dollar clients.

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