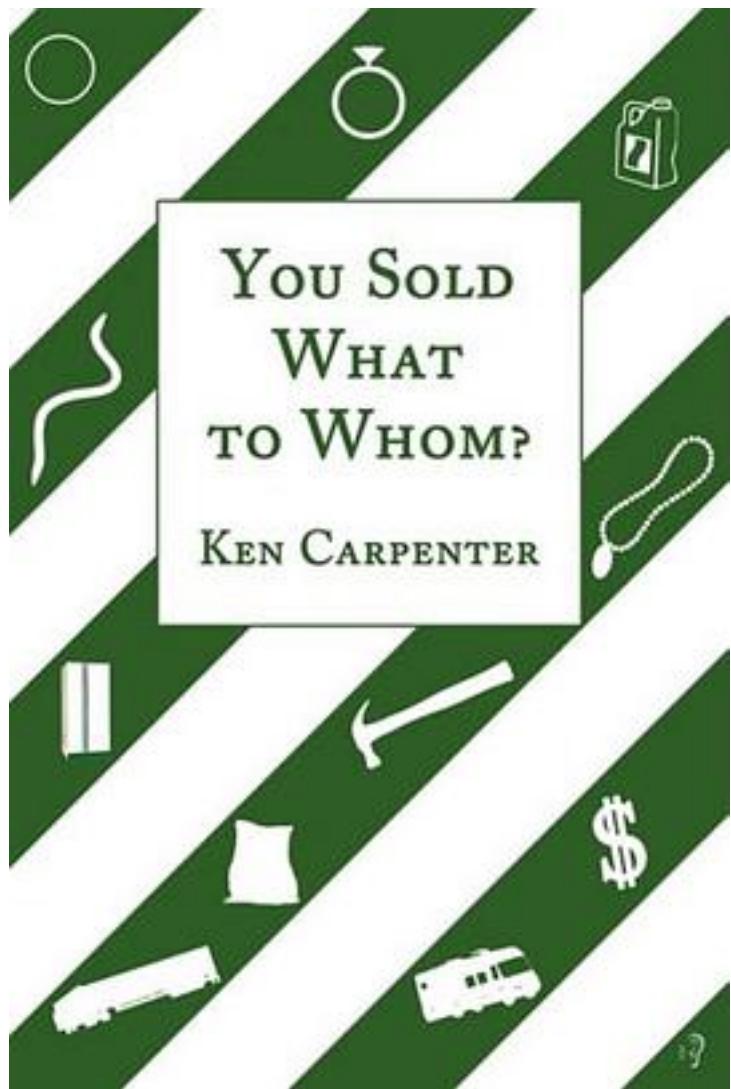


You Sold What to Whom?



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This book is about Sales and Marketing, which are independent yet react together. It's also about real life when the buyer and the perfect product for that moment are brought together. The conception, the development, the maturity, the joy and the fulfillment of making a SALE. As a wise man once said, "Nothing happens until someone sells something." The Marketing process involves all the showing and telling along the way to get folks' attention. This book is about what I have done, encountered, and observed. I have read several sale and Marketing books, and none have related to the system as this book does. If I happen to come close to the words of someone else it is purely coincidental. It is my hope that this book brings life to the efforts of someone involved in Sales and Marketing. If so, may the joy of your success lead you to yet greater heights? If it doesn't, perhaps you should read it again and apply it to your real life efforts. It should be pointed out that my Sales and Marketing career has been a natural progression from one situation to the next. It may appear that I've bounced around, but I've only gone as destiny has led me, and my experiences are many. This book should be relevant to a large cross section of rural, suburban and urban Sales and Marketing folks, because my career has spanned the total landscape. The CEO, Sales Trainer; Company Owner and College Instructor will find a minimum of Seventy points and techniques to pass along to those you work with and instruct.

作者介绍:

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