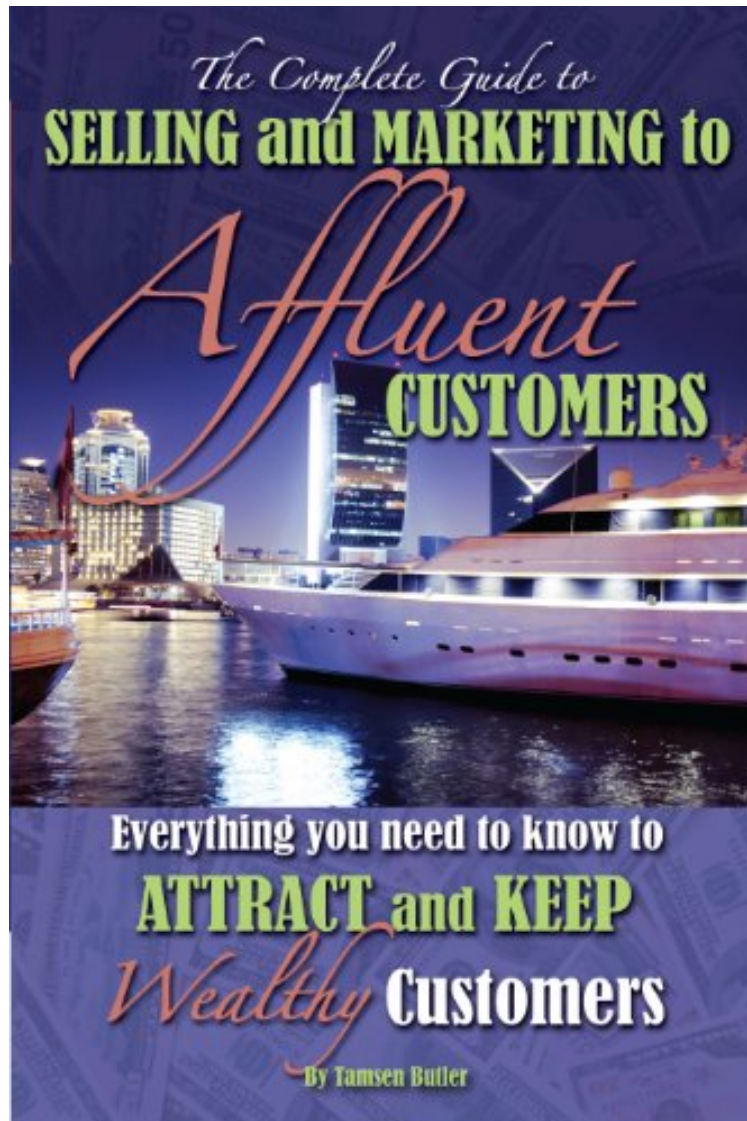


[Mobile book] The Complete Guide to Selling and Marketing to Affluent Customers: Everything You Need to Know to Attract and Keep Wealthy Customers

# The Complete Guide to Selling and Marketing to Affluent Customers: Everything You Need to Know to Attract and Keep Wealthy Customers

*Tamsen Butler*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#2116607 in eBooks 2012-10-30 2012-10-30 File Name: B009Z1FOVK | File size: 67.Mb

**Tamsen Butler : The Complete Guide to Selling and Marketing to Affluent Customers: Everything You Need to Know to Attract and Keep Wealthy Customers** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Guide to Selling and Marketing to Affluent Customers: Everything You Need to Know to Attract and Keep Wealthy Customers:

0 of 0 people found the following review helpful. Really want buy.By speaker4hireReally want it, but \$58.....really.

The world is full of potential customers, but there are none more desirable than those among the wealthiest. Careful about their investments and purchases, it can be hard to effectively market a product or service to the affluent, but for those that manage to do so, it is possible to quickly join their ranks by building on word of mouth and effective service to become a top service or producer to the world's most prominent, richest people. This book guides you through the tightrope walk that is selling to the affluent. It shows you how you too can attract the world's top customers and keep them with you for the long haul. In this book, you will learn everything you need to know to start selling yourself and your ideas to anyone, especially the wealthy. You will learn what sells an idea and what sinks it. You will read about the various styles of persuasion and how to read your audience so you know which style to use to effectively reach them. You will learn the fundamental process of building a working relationship with your target audience and how to present yourself as they would like to see you, by mirroring their ideals and beliefs. Both successful salespeople and affluent men and women have been interviewed for this book, and their advice has been compiled to show you exactly what you can do to reach this highly sought after demographic. Learn how to know what rich people want and what they are willing to buy. Give them reasons to say yes and state your case clearly with memorable personal touches in your sales pitch, and you will start successfully reaching your audience exactly as outlined in this book. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author Tamsen Butler is a freelance writer and editor. She is the personal finance blogger for Banks.com, as well as the featured expert for LoveTo-Know.com's Ask the Mortgage Expert. She has also written for TheBudget-Fashionista.com as well as other fun financial sites. She has two vibrant children and stays busy with graduate school, writing, and volunteer work."