



8020 Sales and Marketing: The Definitive Guide to Working Less and Making More

By Perry Marshall

Entrepreneur Press. Paperback. Book Condition: New. Paperback. 240 pages. Dimensions: 8.8in. x 5.9in. x 0.6in. Stop Just Getting By... Master The 8020 Principle And Make More Money Without More Work. When you know how to walk into any situation and see the 8020s, you can solve almost ANY conversion problem. Any traffic problem. Any money problem. If you dont know who Perry Marshall is--unforgivable. Perrys an honest man in a field rife with charlatans. - Dan Kennedy, Author, The Ultimate Marketing Plan If youre a sales and marketing professional, you can save 80 percent of your time and money by zeroing in on the right 20 percent of your market. By page 5 youll be applying 8020 and 8020 to gain 10X, even 100X the success. With powerful 8020 software (online, included with the book), youll apply the Pareto Principle to: Slash time-wasters (page 117) Locate invisible profit centers in your business (page 31) Advertise to hyper-responsive buyers and avoid tire-kickers (page 93) Gain coveted positions on search engines (page 70) Differentiate yourself from rivals (page 67) Gain esteem in your marketplace (page 154) Created by famed marketing consultant and best-selling author Perry Marshall, unique tools show you exactly how much money youre leaving on the table, and...



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