

[PDF] How To Become A Rainmaker: The Rules For Getting And Keeping Customers And Clients

Jeffrey J. Fox - pdf download free book

Books Details:

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Author: Jeffrey J. Fox

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Description:

From This is an afternoon read, pure and simple. And chances are good that once readers accept Fox's hard-hitting yet commonsense approaches, they'll accept his sales process, which applies, by the way, to selling widgets, promoting intangible services, or selling yourself. Every one of the author's 50 two-page to four-page chapters contains just one nugget of information more than the preceding section, enough to keep the momentum and the attention. A sad story about the hazards of drinking coffee (it spilled--and the prospect was then distracted by a second crisis) is followed by a notice not to eat a major meal during a sales lunch, which is promptly followed by "no pen in the

shirt pocket" advice. Fox's seemingly disparate hints and tips, in short, comprise a very logical and memorable way of rainmaking, and a short tome that will show anyone the how-tos. *Barbara Jacobs*
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Review "the best book on selling I've seen. Period." -- *Gerald Sindell, President, Publishing Consulting Services* --This text refers to an out of print or unavailable edition of this title.

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