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How to Acquire New Customers in 30 Days: The Secrets of Building Your Business

By Larry A. Hoover

AuthorHouse. Paperback. Book Condition: New. Paperback. 202 pages. Dimensions: 8.9in. x 6.0in. x 0.6in. Where will your company be in five years Will it maintain its position in the marketplace as resources diminish . . . or as competition increases In How to Acquire New Customers in 30 Days, the author reveals proven guidelines and tested techniques that you can use to master your marketing strategies and skills to increase your customer base and business bottom line. These strategies are nothing less than a roadmap for your marketing success. As a small business owner, entrepreneur or manager in a large corporation, you are involved in marketing every day, whether it is a chance meeting at a luncheon, waiting for an elevator, or at a social or athletic event, just be aware that marketing is the backbone of every organizations success and future growth. For ease of use, this compelling and powerfully effective how to guide is organized into fourteen chapters with each chapter oriented to a specific marketing strategy. Mr. Hoover provides twenty-two tools you can use to market your business. For example: Eight tips for gathering contact information Eleven tactics to get marketing research on competitors A seventeen point checklist...



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