



Gift Basket Business Guide to Making REAL Money: How to Get the Lucrative Corporate Accounts (Gift Basket Business Guide to Profits Series)

Liz Hope Thompson

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*** #1 Best Seller in Basket Making ***

Gift Basket Business Guide to Making REAL Money by Liz Thompson is not your run-of-the-mill sales training guide. Thompson acknowledges with a mix of humor and wisdom the common fears shared by sales people and entrepreneurs of all sorts:

- They're afraid of looking stupid in front of potential clients
- They're afraid to be associated with pesky telemarketers and dubious used car salesmen
- They're afraid to fail, period.

Yet if we want our businesses to succeed, we must have sales. Lots of them. And you can achieve all that if you grab the bull by the horns, buckle down and get it done. The sooner you get over your fears, the sooner sales will become easier to close. And this book shows you how plus some, starting with the four key people who have the power to move mountains and meet the numbers - the Sales Representative/Manager, Vice President of Sales & Marketing, Sales Team Manager, and Support Staff - even when all 4 of those people are YOU.

When your team (or you) is equipped with the know-how on...

- your target market
- your company's unique selling propositions
- formulating a battle plan
- converting prospects into actual clients

...plus other equally critical components for generating corporate sales which are thoroughly outlined in this guide, they become your most valuable asset. By investing in this guide and implementing the best practices known in the gift business, you make it possible to stay one step ahead of the competition.

Still in the process of building your own gift company? No worries. Even solopreneurs like you can benefit tremendously from this book that can give you a great head start!

The formula for success in any venture is all about believing in yourself and carrying out your plans. Start using the tools in this guide to earn the success you so richly deserve.

Other Titles in the Gift Basket Business Guide to Profits Series Include:

How to Start a Gift Basket Business: Learn to Make Money the Smart and Sassy Way

Gift Basket Business Guide to Thriving Even in Tough Times: 101 Ways to Grow Your Gift Business Starting Right Now

Gift Basket Business Guide to Marketing: 7 Easy Lesons to Jump Start Your Sales

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