



The New Game of Selling: Attract, Convert, and Keep More Customers - And Multiply Profits

By Mitch Axlerod

New Game Media, United States, 2014. Paperback. Book Condition: New. 198 x 122 mm. Language: English . Brand New Book ***** Print on Demand *****.Sales master Mitch Axlerod distills 75,000 hours of selling wisdom into one success playbook that shows you how to win today's sales game in any industry and in any economy. Up your game, lead the field and be the indispensable trusted voice with NEW Game plays: Attract people searching for what you sell and who are ready to buy it now. Never make another cold call again. Qualify a person in 5 to 10 minutes as ready or getting ready. Know how and with whom to best to invest your time. Convert more browsers into buyers. Transform marketing expense into profitable sales and income. Keep existing customers coming back, buying more and bringing friends. This model also reactivates past buyers. Multiply your ROI with three plays that increase customer value. Boost your bottom-line profits fast. Mitch Axlerod has trained a million people to play The NEW Game of Selling and created billions of dollars for thousands of companies.

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