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Titolo	Get clients now! [[electronic resource]] : a 28-day marketing program for professionals, consultants, and coaches // C. J. Hayden
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ISBN	1-281-12851-1 9786611128517 0-8144-2988-2
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (251 p.)
Disciplina	658.8
Soggetti	Marketing - Study and teaching Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	What really works? : effective marketing strategies -- Where do you start? : the marketing and sales cycle -- Where are you headed? : setting your sales & marketing goal -- What's stopping you? : selecting your success ingredients -- Here's what to do : choosing from the action plan menu -- You're ready-- let's go! : putting the system into action -- Filling the pipeline : when you don't know enough people to contact -- Following up : when you know plenty of people but you're not contacting them -- Getting presentations : when you're contacting people but not getting appointments -- Closing sales : when you're making appointments but not getting sales.