

1. Record Nr.	UNINA9910459130203321
Autore	Taylor Jim <1947->
Titolo	Selling to the new elite [[electronic resource]] : discover the secret to winning over your wealthiest prospects / / Jim Taylor, Stephen Kraus, and Doug Harrison
Pubbl/distr/stampa	New York, : AMA, 2011
ISBN	1-283-02342-3 9786613023421 0-8144-1654-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (272 p.)
Altri autori (Persone)	HarrisonDoug <1965-> KrausStephen
Disciplina	658.85
Soggetti	Affluent consumers Customer relations Selling Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; List of Figures; List of Tables; Acknowledgments; Introduction; CHAPTER ONE: The Desire to Acquire; CHAPTER TWO: The Passion of the Salesperson; CHAPTER THREE: The Passion of the Prospect; CHAPTER FOUR: The Passion of the Product; CHAPTER FIVE: Theory into Practice: Thirteen Expressions of Passion in Selling; CHAPTER SIX: From Passion to Execution; APPENDIX: Our Methodologies for Studying the Affluent and Wealthy; Notes; Index; About the Authors
Sommario/riassunto	The New Elite exposed the lives and minds of America's richest people. Now, the authors reveal what and how these titans of wealth buy...and how to sell to them.