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## The Susan Southerland Secret: Personality Marketing to Today's Bride

By Susan Southerland, Kristy Chenell, Karen Gingerich

iUniverse, United States, 2011. Paperback. Book Condition: New. 234 x 155 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The Susan Southerland Secret has given me techniques to make the most of the time I have with clients to take my sales to another level, build a better relationship with clients, and give me an even better understanding of their personalities. Thank you, Susan Southerland Secret! Maria Shafer, Celebration Expert Sales and marketing are as important to a wedding business as creating a beautiful, memorable day for the bride and groom. Yet, those two words can be intimidating, even to the most dynamic, energized, and experienced wedding professional. Fear no more. In The Susan Southerland Secret, three industry experts share valuable tips that will provide both novice and seasoned wedding professionals a renewed confidence in selling and marketing. Susan Southerland, Kristy Chenell, and Karen Gingerich rely on their extensive backgrounds in wedding planning, marketing, and sales to offer their secret to success a distinct concept called personality marketing. Wedding professionals will learn how to identify bridal personalities and their buying decisions; recognize a bride's strengths and weaknesses; win a bride's confidence through tailored sales and...



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