



Mining Your Database: Making More Sales Through People You Already Know

By Steve Hoffacker

Hoffacker Associates LLC, United States, 2013. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****. Mining Your Database: Making More Sales Through People You Already Know has been prepared to help you be more successful in identifying people to help you grow your business. Years in the making and fully field tested, the concepts in this book are solid. They are ready to use right out of the box or can be adapted to suit the needs of the reader. Add your own language and style of speaking or writing to suit your own personality, or use the letters and scripts the way they are. Keep this book on your bookshelf or desk. You definitely will get results as soon as you open it and begin putting these concepts into practice. Remodelers and other home improvement companies and aging-in-place professionals that work with homeowners need a way to increase their business over what conventional advertising and marketing produces have come to the right place. While you need to generate your own leads, you may find it difficult to get started. That s where this book comes in. This book addresses...



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