



The Art of Selling to the Affluent: How to Attract, Service and Retain Wealthy Customers and Clients for Life (Hardback) - Common

By (author) Matt Oechsli

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Obviously, those who earn more money probably spend more too. They live in nicer--than--average neighborhoods, drive more expensive cars, and eat at the finest restaurants. For salespeople, the affluent represent the Holy Grail of prospects. These are the most profitable--and demanding--clients salespeople can sell to.

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