



It Takes More Than a Big Smile, a Good Idea a Twitter Account to Build a Business That Lasts: 79 Stories on Selling with Integrity, Automating Your Marketing and Living Abundantly (Paperback)

By Wes Schaeffer

Sales Whisperer Press, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. How can Alka Seltzer, an army general, and kids with braces help you prospect, market, connect close the sale to improve your bottom line? In this collection of stories and lessons, Wes Schaeffer reaches out to his audience with poignant and relevant examples to engage you in conversation with yourself. His easy-mannered dialogue engages the senses, while speaking directly to the challenges entrepreneurs face day in and day out. Much like the cookie-cutter shark, Wes takes concise, targeted bites out of a seemingly large predator-making sales in today's distracted, over-communicated world.



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