



Networking with the Affluent

Thomas Stanley

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The top 1 percent of households in America account for nearly 40 percent of the wealth. This same affluent market is growing seven times faster than the household population in this country Thomas J. Stanley - author of *Selling to the Affluent* and *Marketing to the Affluent* - shows that, dollar for dollar, the most productive way to penetrate the affluent market is to network with its members, their advisors, and key members of their important affinity groups. Affluent individuals report that interpersonal, or "word of mouth, " endorsements are the most influential in their decisions to patronize a variety of product and service providers. *Networking with the Affluent and Their Advisors* offers a proven method for reaching the affluent through their affinity groups and using that association to increase sales, billable hours, and client base. With numerous case examples, Thomas J. Stanley answers several important questions, including: . How did a young sales professional gain the endorsement of a multimillionaire who headed an important trade association? How did an accountant attract hundreds of affluent business owners as clients in spite of never making a single sales call? What commercial organizations can assist the sales professional in setting up an influence network? How did one sales professional propose to meet personally with 100 of the top business owners in his community? What provocative themes were used in two top-rated trade journal articles written by extraordinary sales professionals who target the affluent? Imagine the impact on even an ordinary sales professional's revenue if he were endorsed by the president of a trade association composed of hundreds of millionaires. In fact, this type of endorsement was given at a trade conference. How did this endorsement come about? The dramatic shift in orientation from being an ordinary sales professional to being an extraordinary networker begins with targeting. *Networking with the Affluent and Their Adv*

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Reading a reserve tends to be new life style on this era globalization. With examining you can get a lot of information which will give you benefit in your life. With book everyone in this world can easily share their idea. Textbooks can also inspire a lot of people. Lots of author can inspire their own reader with their story or perhaps their experience. Not only situation that share in the textbooks. But also they write about the information about something that you need case in point. How to get the good score toefl, or how to teach your young ones, there are many kinds of book that exist now. The authors in this world always try to improve their expertise in writing, they also doing some exploration before they write to the book. One of them is this Networking with the Affluent.

Bertha Greene:

Why? Because this Networking with the Affluent is an unordinary book that the inside of the book waiting for you to snap the idea but latter it will surprise you with the secret this inside. Reading this book alongside it was fantastic author who else write the book in such wonderful way makes the content interior easier to understand, entertaining approach but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this ever again or you going to regret it. This book will give you a lot of benefits than the other book have got such as help improving your ability and your critical thinking way. So , still want to postpone having that book? If I were you I will go to the book store hurriedly.

Judy Williams:

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Peter Beaton:

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