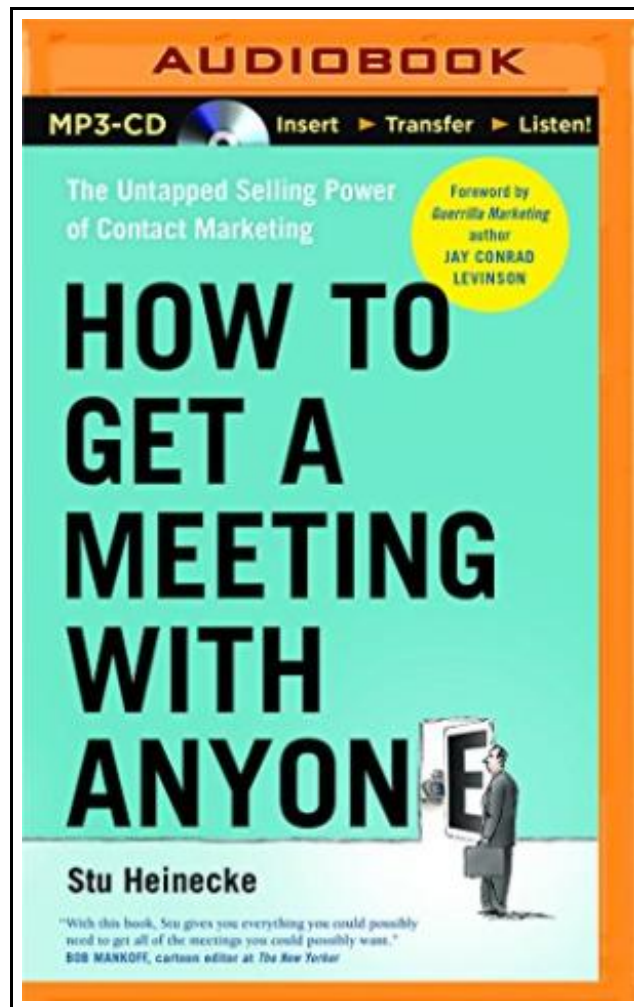


How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing



Filesize: 7.88 MB


Reviews


*This book may be worth purchasing. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Esta Price)*

HOW TO GET A MEETING WITH ANYONE: THE UNTAPPED SELLING POWER OF CONTACT MARKETING



BRILLIANCE AUDIO, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. The hard part just got easy. You know how to sell that's your job, after all but getting CEOs and other VIPs to call you back is the tricky part. So what if that impossible-to-reach person weren't so impossible to reach after all? Hall-of-fame-nominated marketer and Wall Street Journal cartoonist Stu Heinecke discovered that he could get past traditional gatekeepers and reach those elusive executives by thinking outside the box and using personalized approaches that he calls contact campaigns. Including presidents, a prime minister, celebrities, and countless CEOs, and even the Danish model that later became his wife, Heinecke found that getting meetings with previously unreachable people was easier than ever. In *How to Get a Meeting with Anyone*, Heinecke explains how you can use your own creative contact campaigns to get those critical conversations. He divulges methods he's developed after years of experience and from studying the secrets of others who've had similar breakthrough results results that other marketers considered impossible, with response rates as high as 100%, ROI in the tens, even thousands of percent, and costs-per-contact ranging from \$0 to \$10,000. Through real-life success stories, Heinecke lays out nearly two dozen categories of contact campaigns that anyone can research and execute. Tactics range from running a contact letter as a full-page ad in the Wall Street Journal to unorthodox uses of social media, the phone, e-mail and snail mail to using his own cartoons to make connections. He also packs in plenty of tips on how to determine your targets, how to develop pitches, and how to gain allies in your contact's circle of influence. *How to Get a Meeting with Anyone...*

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