


[DOWNLOAD PDF](#)

Sales and Marketing: Learn What You Need in 2 Hours (Paperback)

By Scott L. Girard, Michael F. O Keefe, Marc A Price

Nova Vista Publishing, United States, 2013. Paperback. Book Condition: New. 224 x 160 mm. Language: English . Brand New Book. The second in a 12-title series, A Crash Course for Entrepreneurs, that coaches prospective and new entrepreneurs in sales and marketing for their business. Many novice entrepreneurs have little more than a brilliant idea and a pocketful of ambition. They may not be born sales and marketing gurus. So they want to know Now what? This book tells you exactly what you must know, in simple terms, using real-world examples. In a two-hour read, it walks you through the essentials of sales and marketing any product or service, and gives seasoned advice in a reader-friendly way. Learn the difference between sales and marketing, how to write a marketing plan, how to price what you sell, how to make the most of sales and marketing collaterals in all kinds of media, how to get and keep customers in our age of social networks and Internet tools, how to train and coordinate a sales and marketing group, how to create and use your brand and logo effectively, how to grow globally, and how to avoid pitfalls including sales burnout. Find out what...


[READ ONLINE](#)

[7.23 MB]

Reviews

Completely essential read book. I could possibly comprehended every little thing using this written e book. You wont sense monotony at at any moment of your own time (that's what catalogues are for relating to if you ask me).

-- **Rosendo Douglas DVM**

This ebook will be worth buying. It usually fails to charge too much. You will not sense monotony at at any time of your time (that's what catalogs are for regarding when you check with me).

-- **Retha Frami V**

See Also



[The Three Little Pigs - Read it Yourself with Ladybird: Level 2 \(Paperback\)](#)

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 222 x 150 mm. Language: English . Brand New Book. In this classic fairy tale, the three little pigs leave home and build their own houses - one of straw, one of...



[Chicken Licken - Read it Yourself with Ladybird: Level 2 \(Paperback\)](#)

Penguin Books Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. In this classic fairy tale, a nut falls on Chicken Licken s head and he decides he must tell the king that...



[Daycare Seen Through a Teacher s Eyes: A Guide for Teachers and Parents \(Paperback\)](#)

America Star Books, United States, 2010. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Between the good mornings and the good nights it s what happens during the day I want the...



[Dog Farts: Pooter s Revenge \(Paperback\)](#)

Createspace, United States, 2013. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.BONUS - Includes FREE Dog Farts Audiobook Inside! That s right.For a limited time you can download a FREE audiobook...



[Buddy, the First Seeing Eye Dog \(Paperback\)](#)

Scholastic US, United States, 2014. Paperback. Book Condition: New. Don Bolognese (illustrator). 224 x 150 mm. Language: English . Brand New Book. With inspiring and educational stories, Scholastic s Hello Reader series caters to the spectrum of reading abilities among beginning readers....



[Readers Clubhouse B Just the Right Home \(Paperback\)](#)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Marilee Harrald-Pilz (illustrator). 224 x 147 mm. Language: English . Brand New Book. This is volume seven, Reading Level 2, in a comprehensive program (Reading Levels 1 and 2)for beginning readers.Two...