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Boomer Selling: Helping the Wealthiest Generation in History Own Your Premium Products and Services

By Steve Howard

ACT Group, Incorporated. Paperback. Book Condition: new. BRAND NEW, Boomer Selling: Helping the Wealthiest Generation in History Own Your Premium Products and Services, Steve Howard, Your greatest opportunity to reach financial freedom in any economy is by selling more high-margin products and services to people who can afford them. One group of buyers controls over half of all discretionary spending, holds 70% of the wealth and has a growing need to improve their lives with your premium solutions. We are called Baby Boomers -- the wealthiest, toughest and most complex generation ever. Many great books explain how to market to Baby Boomers, this is the first to fully reveal how to sell to Boomers: Climb inside the mind of the most important group of consumers in history; Discover how to make Boomers your greatest source of profits, repeat business and pre-sold referrals; Learn a common sense sales process that will make your job easier, less stressful and a whole lot of fun. Let this book be your guidebook to financial freedom.



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