This insightful book shows salespeople how to meet the needs of affluent clients—from the initial contact, to the sales presentation, to providing the level of service and quality they expect, to securing them as long-term customers. Based on extensive research of the buying patterns and expectations of the wealthy, this step-by-step sales guide reveals the secrets of attracting and keeping wealthy clients for life, boosting sales and repeat business. The Art of Selling to the Affluent is also a crash course in the world of the wealthy, giving you the understanding you need to satisfy and retain these profitable top-dollar clients.

Features:
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My Personal Review:
If I were to follow the rules of a savvy, demanding reader, as suggested in the book, "How to Read a Book," I would have casually read this book, without trying to absorb as much as I can; and opted for the second read to be when I choose to be "one with the author," and act like we are truly having a conversation.

But this 215-page book has more information in it that anybody, or at least myself could expect, that there's no way I would lightly read it. Besides writing throughout the margins, I took at least 8 full pages of copious notes on this first read.

And I am sure that I not only will re-read this book, I will become one with the affluent, as a direct result of applying the lessons in this book.

Here's some of the many quotes that I appreciated:

"If you or your company is targeting major purchase decision makers, regardless of the products or services involved, your income depends upon your ability to get in sync with the major decision-making process of your ideal affluent clientele."
"When selling to the affluent, you don't simply manage the sale; you manage the relationship."

"Offering the lowest price has the least influence on whether the affluent will conduct future business with you."

"Face-to-face communication is .. the richest medium of communication possible. It engages all five senses and includes everything about your appearance, mannerisms, and speech matters."

"...move beyond believing that the affluent are bigger than life or that you need them a lot more than they need you. The relationship you seek is one where you need them and they need you."

"It has been said that,'You can tell whether a man is clever by his answers. You can tell whether a man is wise by his questions.'"

"There's an old saying that 'price is only a consideration in the absence of value.'"

"Solving a client problem is obvious. Resolve it quickly and to the client's satisfaction, and it directly impacts repeat business and referrals."

There are three elements in this book that I was surprised by:

1. Although the Ritz-Carlton Service credo was mentioned many times, as the standard by which the affluent make their purchases, I had to surf the net to find out what that credo actually says. I was surprised that the credo was not as in the chapter that discusses how to design your own business credo.

2. Perhaps because this book was published in 2005, I was surprised by the suggestion to send so many emails. This has now been replaced with sending SendOut Cards.

3. While I was so "stoked" by Chapter 8, "Becoming Even More Magnetc: Internet Savvy," it was interesting to note that the guidance in this book, on page 132, about "Google Local" is out of date. And, by the time I read this chapter, I thought, "Wow! Could Oechsli possibly offer more gems in the pages left?" The answer is, a resounding, "Absolutely!"

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The Art of Selling to the Affluent: How to Attract, Service, and Retain Wealthy Customers & Clients for Life by Matt Oechsli - 5 Star Customer Reviews and Lowest Price!