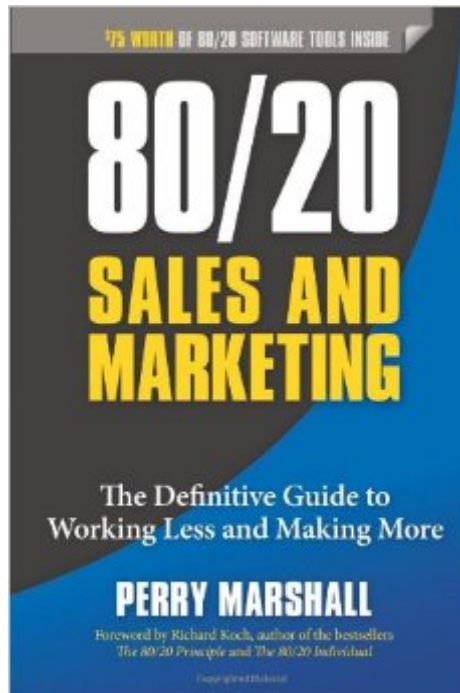


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80/20 Sales And Marketing: The Definitive Guide To Working Less And Making More



Synopsis

Stop "Just Getting By" ... Master The 80/20 Principle And Make More Money Without More Work. When you know how to walk into any situation and see the 80/20's, you can solve almost ANY marketing problem. 80/20 can demolish any sales and advertising problem. "If you don't know who Perry Marshall is--unforgivable. Perry's an honest man in a field rife with charlatans." - Dan Kennedy, Author, The Ultimate Marketing Plan. If you're a sales and marketing professional, you can save 80 percent of your time and money by zeroing in on the right 20 percent of your market. By page 5 you'll be applying 80/20 and 80/20 to gain 10X, even 100X the success. With powerful 80/20 software (online, included with the book), you'll apply the Pareto Principle to: Slash sales & marketing time-wasters (page 117) Locate invisible profit centers in your business (page 31) Advertise to hyper-responsive buyers and avoid tire-kickers (page 93) Gain "Pareto principle" positions on search engines (page 70) Differentiate yourself from rivals (page 67) Gain esteem in your marketplace (page 154) Created by direct marketing and sales consultant and best-selling author Perry Marshall, unique tools show you exactly how much money you're leaving on the table, and how to put it back in your pocket - then reinvest for even greater success. You'll identify untapped markets (page 164), incremental improvements and high-profit opportunities, gaining time and greater income potential. Easy Read "It is an easy read...very accessible, short chapters, and actually quite entertaining," says Susan Kruger, Master of Education & founder of SOAR Study Skills. This book is peppered with stories that demonstrate powerful sales principles. Optimized for Speed Learning Specially marked "Pareto Points" help you digest the most valuable 80/20 Principles in 1-5 minutes. Each chapter concludes with a Pareto Summary. The book features an online 1-page "80/20 Cheat Sheet." 80/20 = Law of Nature The 80/20 Principle is an inviolable law of nature, which makes it the #1 organizing principle of every business. Perry shows how to laser focus the 80/20 Principle in outsourcing, hiring, publicity, controversy, market research, lead generation, and web traffic; online, offline and social media (page 82). He also shows you how to glean huge insights from tiny clues, not only in your own business but from competitors. Online Marketing Tools Come with the Book Supported by online services including The 80/20 Power Curve, which helps you find invisible money, and the Marketing DNA Test, a personal assessment that zeroes in on your natural selling assets, this timeless guide is a game-changer for seasoned and novice marketers and sellers.

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Customer Reviews

After having been through two different training courses with Perry on the subject of 80/20, I thought there would be little for me to learn from this book. I was wrong. Even if you think you know everything about 80/20, even if you've already bought all of Perry's material on this topic, you need to read this book. Here are 10 good reasons to get a copy today:

1. You get \$75 worth of 80/20 software tools with your purchase. Unlike many offers of this nature, these tools are very useful. I would actually pay money for them.
2. 80/20 Sales and Marketing provides the key to the treasure vault Tim Ferris teased us with. If you read "Four Hour Workweek", got excited about it, and then found yourself asking, "Yeah, but how do I actually DO that?"... then you need 80/20 Sales and Marketing.
3. Chapter 5 deals with the "curve" you must absolutely discover if you really want to understand the power, depth, and pervasiveness of the 80/20 principle. This chapter alone is worth at least 10 times the price of the book.
4. "The \$2,700 Espresso Machine". This simple story will unlock a powerful understanding for you that can immediately multiply your revenue (without multiplying the amount of work you do, or the amount of money you spend on advertising). You will find it in chapter 12.
5. The chapter on "Racking the Shotgun" (chapter 7) is another chapter that is worth at least 10 times the cost of the book itself. Actually, that is a gross understatement. But if I told you the real value of this single idea, you would accuse me of hyperbole and dismiss me outright.
6. The "power of polarization", explained in Chapter 20, should be of particular interest to marketers who are concerned about their "image" in the marketplace.

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