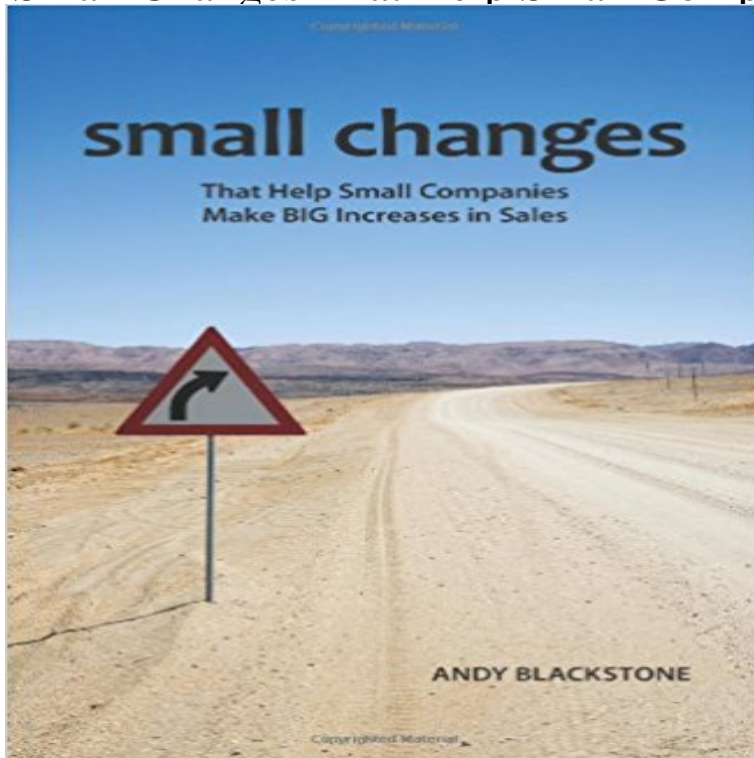


Small Changes That Help Small Companies Make Big Increases in Sales



If you own or manage a small business and struggle with generating consistent, profitable sales, Small Changes will help you. With 15 years of experience helping small businesses increase their sales and profits, Andy Blackstone has distilled the lessons he's learned into a set of small but fundamental changes that have profound effects on sales success. The book is organized into sections about changes in focus, changes in process, and changes in tactics, with lots of examples and case studies along the way. Andy leads you through a logical sequence of these small changes that will provide big results. Making these changes is not rocket science, and with work and perseverance any small business can reap the benefits of making them. As Andy says in the book, You can do it. I've helped many clients implement one or all of these ideas, and every one of them was able to make them and continue to use them. All it takes is the conviction that it's important and the tenacity to keep after it. The results will be worth it.

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