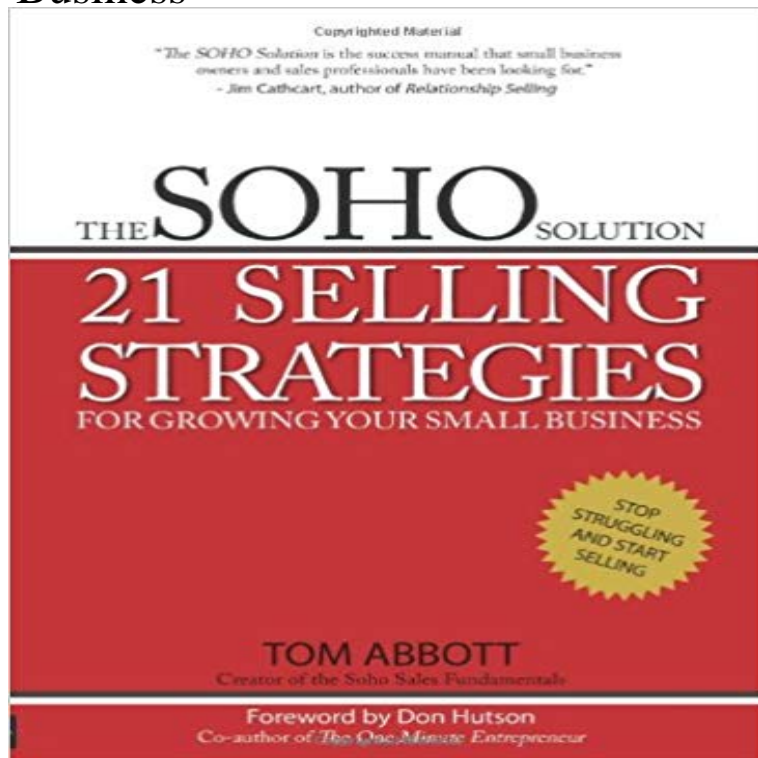


The SOHO Solution: 21 Selling Strategies For Growing Your Small Business



The SOHO Solution: 21 Selling Strategies For Growing Your Small Business is the success manual that home based businesses, small business owners and home office entrepreneurs have been looking for. This is an easy-to-read, highly practical book, where in 21 weekly lessons, you'll learn sales and marketing strategies and techniques to help you stop struggling and start selling! The strategies introduced in weeks 1 through 6 cover customer fundamentals. These strategies teach you how to save time and money by better understanding your customers and finding more effective ways of reaching them. Weeks 7 through 11 address the second area, product fundamentals. These strategies deal with the importance of branding yourself and your business. The third area, presentation fundamentals, is covered in weeks 12 through 16. These strategies teach you how to convert more leads into sales. Weeks 17 through 21 focus on the fourth area, relationship fundamentals. These strategies demonstrate how your relationship with yourself and others greatly impacts your sales. By applying the twenty-one weekly strategies in this book, you'll soon begin attracting your ideal target customer, differentiating yourself in the marketplace and converting more leads into sales! In addition, the foreword was written by Don Hutson, co-author of *The One Minute Entrepreneur* and *The One Minute Manager*. The SOHO Solution has also been endorsed by business and sales experts Jim Cathcart, Dr. Peter Legge and Dr. Tony Alessandra.

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