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## Sales and Marketing: Learn What You Need in 2 Hours

By Scott L. Girard, Michael F. O'Keefe, Marc A Price

Nova Vista Publishing, United States, 2013. Paperback. Book Condition: New. 224 x 160 mm. Language: English . Brand New Book. The second in a 12-title series, A Crash Course for Entrepreneurs, that coaches prospective and new entrepreneurs in sales and marketing for their business. Many novice entrepreneurs have little more than a brilliant idea and a pocketful of ambition. They may not be born sales and marketing gurus. So they want to know Now what? This book tells you exactly what you must know, in simple terms, using real-world examples. In a two-hour read, it walks you through the essentials of sales and marketing any product or service, and gives seasoned advice in a reader-friendly way. Learn the difference between sales and marketing, how to write a marketing plan, how to price what you sell, how to make the most of sales and marketing collaterals in all kinds of media, how to get and keep customers in our age of social networks and Internet tools, how to train and coordinate a sales and marketing group, how to create and use your brand and logo effectively, how to grow globally, and how to avoid pitfalls including sales burnout. Find out what...



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### Reviews

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