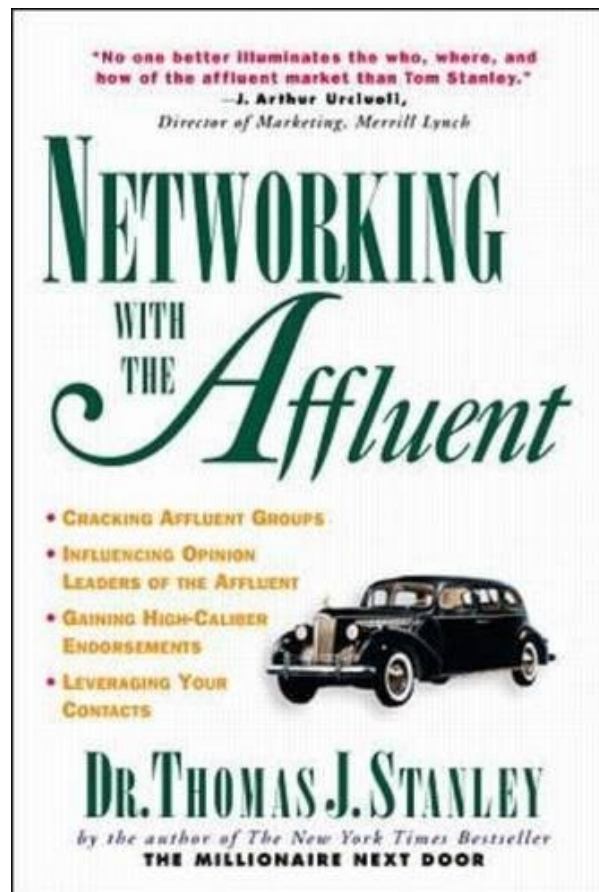


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From the New York Times bestselling author of *The Millionaire Next Door*, the classic guide on how to network with the affluent client. "Tom Stanley's ideas regarding Networking with the Affluent and Their Advisors have produced strengthened relationships throughout our multinational accounts. The bottom line is increased customer loyalty, our most precious asset."-Keith Martino, Global Sales Manager, Federal Express Corporation. "This book is the best guide to success I've seen."- Mary B. Lehman, Managing Director, Banker's Trust Company, The Private Bank. "Networking was a magician's illusion until Dr. Stanley taught us the secret."-Norman M. Mendelson, Chairman, Earth First Corporation.

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The top 1 percent of households in America account for nearly 40 percent of the wealth. This same affluent market is growing seven times faster than the household population in this country. Thomas J. Stanley - author of *Selling to the Affluent* and *Marketing to the Affluent* - shows that, dollar for dollar, the most productive way to penetrate the affluent market is to network with its members, their advisors, and key members of their important affinity groups. Affluent individuals report that interpersonal, or "word of mouth," endorsements are the most influential in their decisions to patronize a variety of product and service providers. *Networking with the Affluent and Their Advisors* offers a proven method for reaching the affluent through their affinity groups and using that association to increase sales, billable hours, and client base. With numerous case examples, Thomas J. Stanley answers several important questions, including: . How did a young sales professional gain the endorsement of a multimillionaire who headed an important trade association? How did an accountant attract hundreds of affluent business owners as clients in spite of never making a single sales call? What commercial organizations can assist the sales professional in setting up an influence network? How did one sales professional propose to meet personally with 100 of the top business owners in his community? What provocative themes were used in two top-rated trade journal articles written by extraordinary sales professionals who target the affluent? Imagine the impact on even an ordinary sales professional's revenue if he were endorsed by the president of a trade association composed of hundreds of millionaires. In fact, this type of endorsement was given at a trade conference. How did this endorsement come about? The dramatic shift in orientation from being an ordinary sales professional to being an extraordinary networker begins with targeting. *Networking with the Affluent and Their Adv*

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## Features

- Networking with the Affluent

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This book is worth it's weight in gold

By CavalierHorseDog

I'm a sales guy and i love this book. This is the true "money making" book if there ever was one.

You don't have to be in sales to read this. Most people are in sales if they don't even know it. You sell yourself at a job interiew, you sell your skills to a salary negotiation, you sell yourself to people at the bar, you are always selling, marketing & negotiating.

This is the most eye opening book you will ever read. Part of me wishes few people will read this - for if everyone finds out about it - everyone will use these tips and make it harder for guys like me. Definately a book that should be discussed in private/elite schools.

Get this book and change your life. You can find TONS of sales jobs on craigslist for f/t or p/t if you wish to have nothing to sell in life.

Bravo Thomas Stanley. Way to go.

1 of 1 people found the following review helpful.

The best affluent networking book I've seen!

By Howard Burkhart

I first became aware of Stevens after reading his landmark study, "The Millionaire Next Door" The Millionaire Next Door: The Surprising Secrets of America's Wealthy by Thomas J. Stanley, PdD and William D. Danko, PhD - First Edition, 1st Edition - Printing 1998. As an insurance agent wanting to gravitate toward affluent clients, I was interested in Stevens' approach. After talking with a number of development directors of charities, they agreed that his approach to fund raising is a winner! It also fleshed out the advice I had been given, to approach affluent prospects through their "influencers"; CPAs and attorneys. The entire series, Networking, Marketing, and Selling to the Affluent, reflects Stevens' research and depth of knowledge of the affluent client. If there's a better book out there, I haven't seen it yet!

3 of 3 people found the following review helpful.

Not impressed

By Tina Shands

I found this book difficult to read and the ideas outdated. Wish I had not purchased this.

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