

(Library ebook) Heartselling: The Seven Magnets to Attract Customers

Heartselling: The Seven Magnets to Attract Customers

Alexander Christiani

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Alexander Christiani : Heartselling: The Seven Magnets to Attract Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised Heartselling: The Seven Magnets to Attract Customers:

Heartselling is about selling from your heart and with your heart. It describes the paradigm shift from push marketing to pull marketing. Customers actively avoid pushy marketing and sales approaches and demand more from the companies they do business with. Heartselling is about the science and art of fostering your

customers' love to buy from you. Alexander Christiani shows dozens of time tested strategies and tactics to activate the seven magnets of attracting customers. He shows how to orchestrate all these heartselling tools into one comprehensive marketing sinfonia.

About the Author Alexander Christiani is a commercial law specialist and sales professional with more than 20 years of experience as a trainer, consultant and coach. He is an advisor for leading top-performers in business, science and sports. He works with managers all over Europe and coaches all contents in German and in English. info@christiani-consulting.com www.christiani-consulting.com