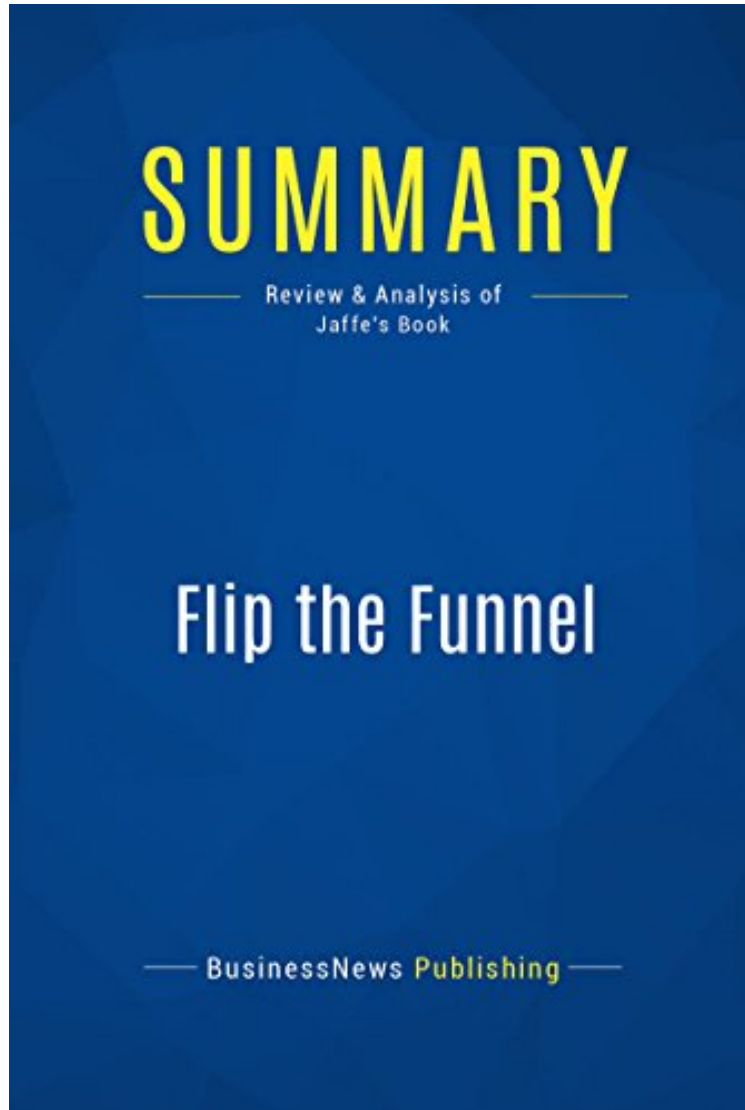


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BusinessNews Publishing : Summary: Flip the Funnel: Review and Analysis of Jaffe's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Flip the Funnel: Review and Analysis of Jaffe's Book:

The must-read summary of Joseph Jaffe's book: "Flip the Funnel: How to Use Existing Customers to Gain New Ones". This complete summary of the ideas from Joseph Jaffe's book "Flip the Funnel" shows that using the traditional sales funnel, businesses worldwide spend billions on acquiring new customers. You advertise widely to create awareness

and then follow up with those that show interest to hopefully stoke their desire for what's on offer. Then, when the time is right, you make them an irresistible offer to get them to take action and buy. Money goes in one end of the funnel and satisfied customers hopefully come out the other end. What if you were to flip that funnel over? What would be the result if instead of spending all that money trying to acquire new customers, you instead spent that same money on making the customers you already have happier by providing them with a superior customer experience? This summary is all customer loyalty and retention.

Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Flip the Funnel" and discover how to grow your customer base from the inside out.