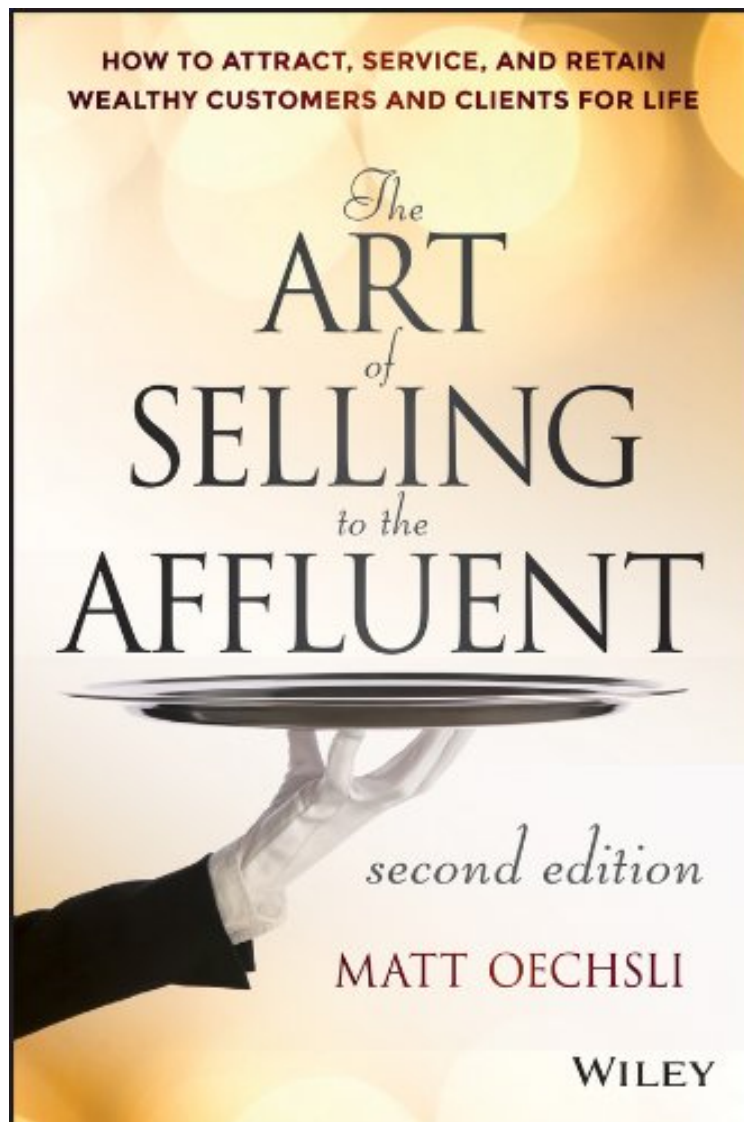


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The Art of Selling to the Affluent: How to Attract, Service, and Retain Wealthy Customers and Clients for Life

Matt Oechsli

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Attract and retain affluent customers and clients
Much has changed since the original *The Art of Selling to the Affluent* was published. The financial crisis has affected the affluent as well as the less affluent. This book brings you up to date with today's affluent and helps every salesperson understand what adjustments need to be made in order to successfully attract, service, and retain lifelong affluent customers and clients. Completely updated and revised, it is based on The Oechsli Institute's latest 2013 comprehensive research. Explains how the financial crisis elevated the level of anxiety and how this has affected major purchase decisions Offers step-by-step guidance on how to navigate the process of overcoming social self-consciousness during the sales process
Author Matt Oechsli is one of the leading authorities regarding marketing, selling, servicing, and developing loyalty with affluent clients, and one of the most sought after speakers in the financial services industry
The Art of Selling to the Affluent, 2nd Edition offers a detailed landscape of today's affluent. Put yourself ahead of the competition by knowing how the Great Recession has affected purchasing behavior and where the opportunities are moving forward.

From the Inside Flap
Much has changed since the original *The Art of Selling to the Affluent* was published. The financial crisis has upended spending patterns across the socioeconomic spectrum, most markedly among those at the top. This completely updated and revised Second Edition brings you up to date on today's affluent consumers and helps every salesperson understand what has changed and what adjustments need to be made in order to successfully attract, service, and retain lifelong affluent customers and clients. Author Matt Oechsli is one of the leading authorities regarding marketing, selling, servicing, and developing loyalty with affluent clients, and one of the most sought after speakers in the financial services industry. Based on The Oechsli Institute's latest 2013 comprehensive research, *The Art of Selling to the Affluent* explains: Why the affluent don't perceive themselves as wealthy How the financial crisis elevated the level of skepticism among the affluent and how this has changed purchasing behaviors How market and sell your products and services to today's skeptical affluent How and Apple have changed the way people shop Five ways to strengthen your relationships with affluent women How to stimulate affluent "buzz" in your market Who are the emerging affluent and what are the generational differences Step-by-step guidance on how overcome affluent call reluctance during the sales process
The Art of Selling to the Affluent offers a detailed landscape of affluence today. Get ahead of the competition by understanding how the Great Recession has shifted the mind-set and where the opportunities are moving forward. The affluent work hard for their money. Now it's your turn to work hard in order to win their trust and their sales.
From the Back Cover
Praise for *The Art of Selling to the Affluent*
"Shockingly professionals are still following the advice of the sales gurus of yesteryear who preached the importance of "asking for referrals". Yet, when is the last time anyone responded to this question by immediately jotting down the name, number, and email address of a good friend or family member? Matt has tapped into the mindset of the affluent helping marketers and sales professionals understand the far more subtle techniques that build long-term loyal clients who happily refer ndash;without being asked. *The Art of Selling to the Affluent II* is an easy read with actionable takeaways. It cements the fact that relationship management strategies combining business and social interactions are the secret to an endless source of introductions." ndash;Susan Theder, Chief Marketing Officer, Cetera Financial Group
"As a former sales trainer of a Fortune 500 company and currently the president of a company that consults with firms who are attempting to sell their services to the government, it is rare that I read a book on sales that tells me anything I don't already know. *The Art of Selling to the Affluent II* is a definite exception of the rule. Matt Oechsli not only understands sales at a granular level, he's done his homework on the affluent consumer. This book will become a core part of every sales training curriculum that is targeting the affluent." ndash;David Claiborne, President, Winning Proposals
"Love, love, love this book! Thank you Matt, you did it again. Relevant, insightful, practical ways to fine tune our practice to best serve today's affluent client." ndash;Jo-Ann Sloan, Managing Broker, Premier Sotheby's International Realty, and National Real Estate Sales Trainer
"Matt Oechsli does it again! With the Great Recession creating a 'new normal' ndash; nothing is more important than staying current with how people with wealth make major purchasing decisions. The fact that everything contained in these chapters is based on current research, set's this book apart. Like Oechsli's previous book, this is a must read for anyone attempting to sell anything to today's affluent consumer." ndash;Rich Santos, Group Publisher, Wealthmanagement.com, the digital resource for REP. and Trusts Estates
"Matt Oechsli delivers strategic and tactical tools throughout this book that will enable those who compete in the affluent/high net-worth space to participate with an edge." ndash;Tim McKinney, VP ADT Security Services, Custom Home
About the Author
MATT OECHSLI is one of the leading authorities regarding marketing, selling, servicing, and developing loyalty with affluent clients, and one of the most sought after speakers in the financial services industry. His thirty years of experience as a professional speaker, researcher, writing, and coach have evolved

into The Oechsli Institute and its team of speakers and coaches. The firm conducts ongoing research projects on the affluent and has been able to determine how the affluent make major purchase decisions, the impact that managing affluent client relationships has with affluent marketing, and more. www.oechsli.com