



## Merge: Simplify the Complex Sale in Five Surefire Steps

By William L. MacDonald

AuthorHouse. Hardcover. Book Condition: New. Hardcover. 200 pages. Dimensions: 9.4in. x 6.1in. x 0.9in. MERGE eases you into the front row of a master class on the art and science of the complex sale, taught by one of the most successful marketers in financial services. No matter how good you are (or think you are) as a relationship builder, rainmaker, consultant or closer, pick up the head-snapping nuggets of practical wisdom spread across these pages. MERGE reveals a five-step surefire sales process long forgotten, overlooked, or never learned by so many professionals in finance, insurance, legal, real estate and other high-value professions. Don't miss it this time. Your business, your clients depend on the high-water mark of your greatness. Praise for MERGE MERGE offers the insight of one of America's best and most successful marketers in the financial services industry. Read it before your competition does. -Peter D. Quinn, Senior Vice President, Wells Fargo Bank - Executive Benefits Bill MacDonald has done a superb job of merging theory and practical application of sales and marketing-how he actually made his theories work in practice. MERGE is a book all up-and-coming sales and marketing executives should read, well-written, and easy to read. -Jim...



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