



## Guerrilla Trade Show Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales (Guerrilla Marketing Series)

By Levinson, Conrad; Smith, Mark S. A.; Wilson, Orvel Ray

Wiley, 1997. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Follow the wisdom contained in this powerful volume and your treasury will grow and grow. I learned plenty." - Og Mandino, author The Greatest Salesman in the World "The Guerrilla Group has done it again! Guerrilla Trade Show Selling is the definitive book on how to sell more, faster and easier at trade shows. It is loaded with practical, proven principles, methods and techniques that anyone can use to double, triple and quadruple their revenues at any trade show they attend." - Brian Tracy, author The Psychology of Achievement. "Guerrilla Trade Show Selling is pure platinum for anyone who has to or wants to effectively work the trade show floor. It's loaded with practical, down-to-earth ideas worth thousands of dollars to anyone who reads and implements its great advice." - Dr. Tony Alessandra, author The Platinum Rule. "More about trade shows and sales techniques than I ever knew existed. The authors actually turn exhibiting into a profit center!" - Alan Weiss, PhD, author Million Dollar Consulting.



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