



How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing

By Stu Heinecke

BRILLIANCE AUDIO, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. The hard part just got easy. You know how to sell that s your job, after all but getting CEOs and other VIPs to call you back is the tricky part. So what if that impossible-to-reach person weren t so impossible to reach after all? Hall-of-fame-nominated marketer and Wall Street Journal cartoonist Stu Heinecke discovered that he could get past traditional gatekeepers and reach those elusive executives by thinking outside the box and using personalized approaches that he calls contact campaigns. Including presidents, a prime minister, celebrities, and countless CEOs, and even the Danish model that later became his wife, Heinecke found that getting meetings with previously unreachable people was easier than ever. In How to Get a Meeting with Anyone, Heinecke explains how you can use your own creative contact campaigns to get those critical conversations. He divulges methods he s developed after years of experience and from studying the secrets of others who ve had similar breakthrough results results that other marketers considered impossible, with response rates as high as 100 , ROI in the tens, even thousands of...



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