



## Your Association Shortcut: The Definitive Guide for Generating Customers Through Associations (Paperback)

By Robert Skrob Cae

Association Marketing, Inc., United States, 2013. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Dramatically increase your revenue by learning how to get increased credibility with a ready group of target customers. Use the techniques of an industry insider to access associations and turn their members into your customers. Associations put you in front of a large number of ideal customers, in one setting and with maximum credibility, for a fraction of the cost of traditional advertising. In the pages of this book, a 20-year association industry insider reveals how to: . Leverage the relationship associations already have with their members to generate customers for your business . Open doors usually closed to you by partnering with associations to offer your products or services as an association benefit . Receive invitations to speak at association events where they fill the room with your best target customers . Exhibit the foolproof way, turning each experience into a key customer acquisition opportunity . Accomplish more in a few hours than you could in several days of personal one-on-one visits with your potential clients . Get in front of a large number of...



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