



# The Complete Guide to Selling and Marketing to Affluent Customers: Everything You Need to Know to Attract and Keep Wealthy Customers

*Tamsen Butler*

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The world is full of potential customers, but there are none more desirable than those among the wealthiest. Careful about their investments and purchases, it can be hard to effectively market a product or service to the affluent, but for those that manage to do so, it is possible to quickly join their ranks by building on word of mouth and effective service to become a top service or producer to the world's most prominent, richest people.

This book guides you through the tightrope walk that is selling to the affluent. It shows you how you too can attract the world's top customers and keep them with you for the long haul. In this book, you will learn everything you need to know to start selling yourself and your ideas to anyone, especially the wealthy. You will learn what sells an idea and what sinks it. You will read about the various styles of persuasion and how to read your audience so you know which style to use to effectively reach them. You will learn the fundamental process of building a working relationship with your target audience and how to present yourself as they would like to see you, by mirroring their ideals and beliefs.

Both successful salespeople and affluent men and women have been interviewed for this book, and their advice has been compiled to show you exactly what you can do to reach this highly sought after demographic. Learn how to know what rich people want and what they are willing to buy. Give them reasons to say yes and state your case clearly with memorable personal touches in your sales pitch, and you will start successfully reaching your audience exactly as outlined in this book.

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