



77 High Impact Low Budget Tips to Sell More Mattresses Easily (Paperback)

By Jeff Giagnocavo

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Never in the history of mattress retailing has there been more competition, deep discounting and consumer frustration than what is happening today. The Main Street independent mattress retailer is getting squeezed out by big box and online retailers and if they are to survive, immediate and radical change is necessary. In this short, easy-to-read book, you ll discover 77 high impact and low budget tips to do exact that. I have taken some of my best tips and strategies which have allowed me to grow my mattress stores year after year, without all the crap of price discounting and playing the typical retail game. Inside you will find my tips for creating more personal and relevant ways to connect with your prospects and customers. You will discover fundamental strategies and ideas to create integrity-based marketing which is authentic, efficient, and much more profitable than the typical marketing and advertising strategies used by the average mattress retailer, and by implementing these proven strategies in your business, you will instantly rise above your competition and be the go to choice for buying a...



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Reviews

The book is fantastic and great. It is filled with wisdom and knowledge I am just easily will get a enjoyment of looking at a composed publication.
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This type of publication is every thing and taught me to searching ahead and more. It can be rally fascinating throgh reading through period of time. You can expect to like how the blogger write this pdf.
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