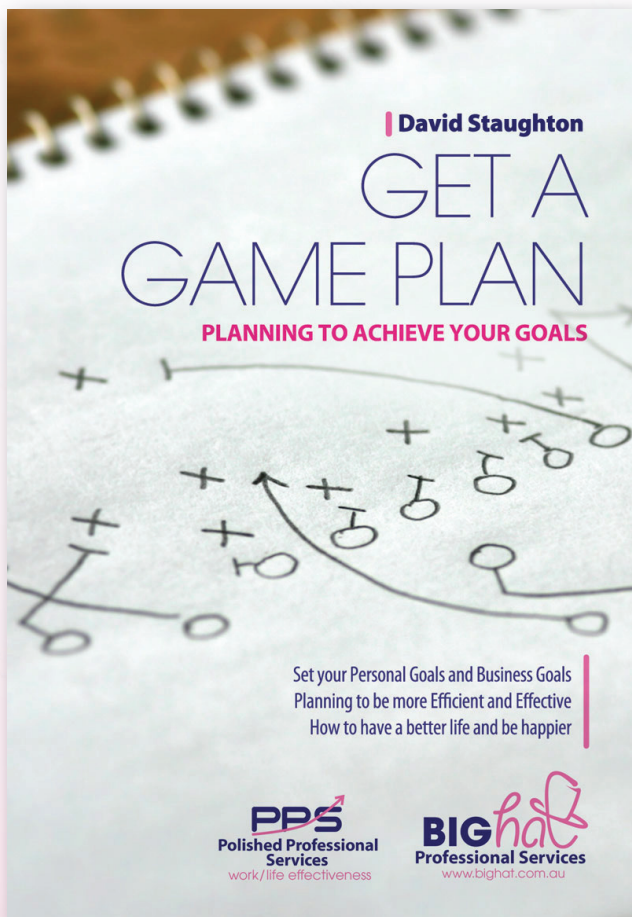




DAVID STAUGHTON “The Business Improvement Guy” is a scientist, author and award-winning businessman. He’s an expert keynote speaker, workshop presenter, MC and conference content coach. With a great commercial accumen David has been credited for multi-million dollar sales turnarounds for his clients.

David has written a series of ten eBooks to assist his client to make a dollar and a difference in business.



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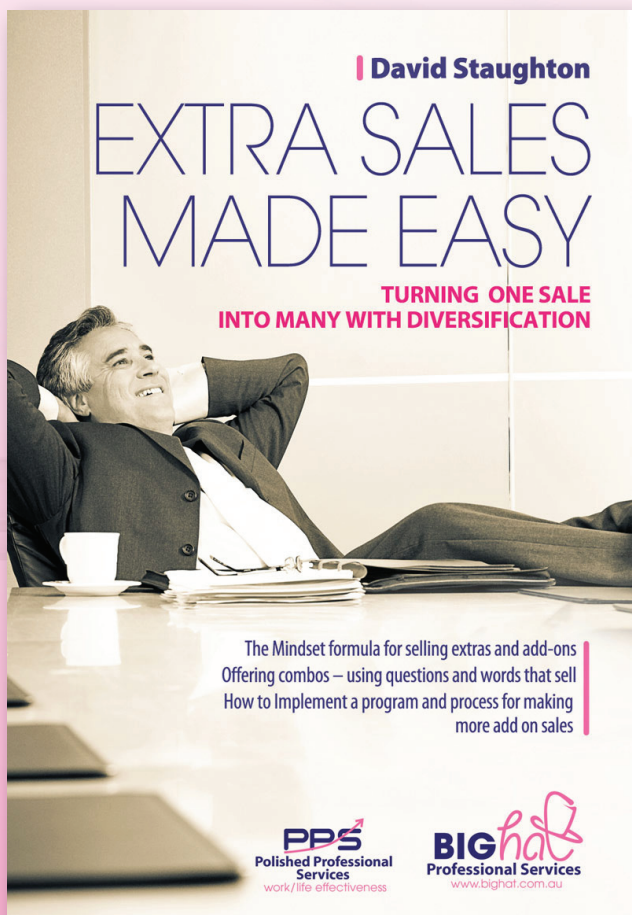
MAKING CONNECTIONS COUNT

WORKING WITH ALLIANCES TO GET MORE LEADS

Finding your potential alliance partners
Tips for how to get leads early in a relationship
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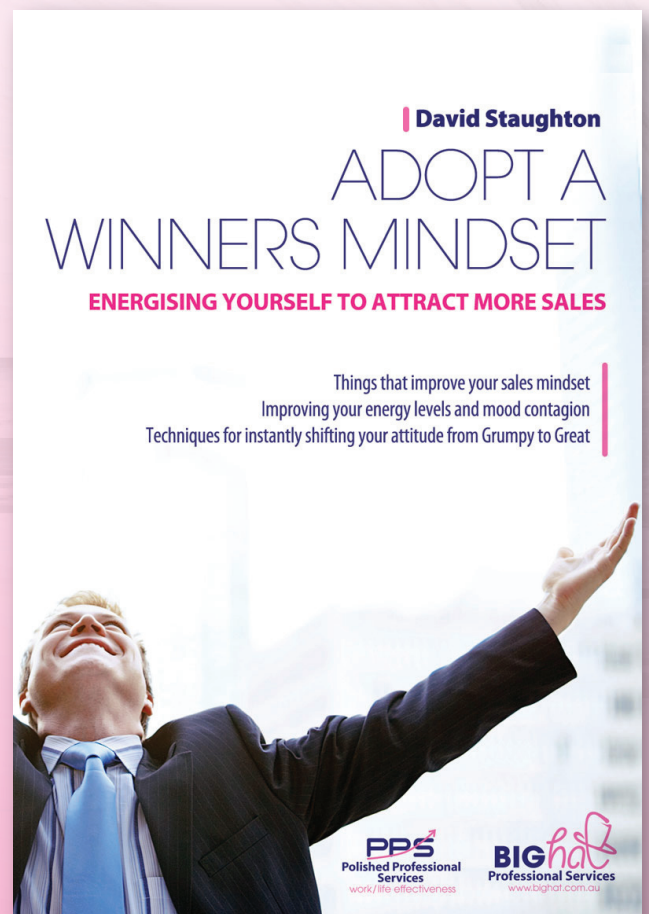
EXTRA SALES MADE EASY

TURNING ONE SALE
INTO MANY WITH DIVERSIFICATION

The Mindset formula for selling extras and add-ons
Offering combos – using questions and words that sell
How to Implement a program and process for making
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EFFECTIVE CLOSING

TECHNIQUES & TIPS FOR QUALIFYING BETTER AND CLOSING FASTER

How to find your ideal buyers and identify different styles of buyers (Convincer Strategy)
How to avoid wasting time by using listening and questions to qualify your prospects
Effective questioning and group dynamics that help close and confirm the sale quickly



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LOCAL AREA MARKETING STRATEGIES

The value of rapidly building a local referral network
Finding prospects and referrers in your local area
Harnessing the local press, business and networking groups



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GETTING MORE REPEATS & REFERRAL BUSINESS

HARNESSING WORD OF MOUTH

Deciding what sort of clients you really want
When and How to ask for referrals
Acknowledging and Rewarding your Referrers



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