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# Selling to the Affluent

By Thomas Stanley



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## Selling to the Affluent By Thomas Stanley

In this classic of marketing literature, best-selling author Tom Stanley explains the mindset and buying patterns of wealthy individuals. Stanley shows salespeople how to approach this enormously attractive market, open doors, appeal to the "hot buttons" of the affluent, and sell to extremely successful people.

He provides insights into different affluent groups including:

- Business owners
- Sales professionals
- Women
- Asian Americans
- Retired millionaires

Stanley also discusses how to sell both tangible products, such as luxury cars and real estate, as well as intangibles, such as financial services. *Selling to the Affluent* is the most authoritative and comprehensive guide available for selling products and services to the affluent market.



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## **Selling to the Affluent** By Thomas Stanley Bibliography

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## Editorial Review

From the Back Cover

**"I told you how to find them. Now learn how to sell them."**

**Dr. Thomas J. Stanley**

"Dr. Stanley's strategies consider the real needs of the high income professionals needs that go beyond any product or service. These needs are psychological and revolve around the recognition of the individual's extraordinary level of achievements. He provides some terrific insights as to how to solicit and maintain business by unconventional, but highly effective means". Carolyn J. Cole, Senior Vice President, Consumer Markets, Paine Webber, Inc.

"Must reading for anyone who is serious about building a career in sales to wealthy individuals." J. Arthur Urciuoli, Director of Marketing, Merrill Lynch

"*Selling to the Affluent* is well written, relevant, and exciting; it presents an important complementary extension to *Marketing to the Affluent*." William D. Danko, Ph.D., Director, Executive Development Programs, School of Business, State University of New York

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