



## How to Get a Meeting with Anyone: The Untapped Selling Power of Contact Marketing (Hardback)

By Stu Heinecke

BENBELLA BOOKS, United States, 2016. Hardback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. The hard part just got easy. You know how to sell--that's your job, after all--but getting CEOs and VIPs to call you back is the tricky part. You're in luck: That impossible-to-reach person isn't so impossible to reach after all. Hall-of-Fame-nominated marketer and Wall Street Journal cartoonist Stu Heinecke discovered that he could get past traditional gatekeepers to reach those elusive executives by thinking outside the box and using personalized approaches he calls Contact Campaigns. Including presidents, a prime minister, celebrities, countless CEOs, and even the Danish model who became his wife, Heinecke found that getting meetings with previously unreachable people was easier than ever. Now he shares his tactics and tips in this essential guide for anyone who needs to make contact. In *How to Get a Meeting with Anyone*, Heinecke explains how you can use your own creative Contact Campaigns to get those critical conversations. He divulges methods he's developed after years of experience and from studying the secrets of others who've had similar breakthrough results--results that other marketers considered impossible, with response rates...



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