



Sales & Marketing (A Crash Course for Entrepreneurs)

Scott L. Girard, Michael F. O'Keefe, Marc A. Price

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You have a brilliant idea and are ready to invest all your time and hard-earned cash.

But what if you aren't really sure how to market or sell that stunning service or perfect product? What if you are a bit of an introvert and aren't even sure that you can sell it? In this essential guide, you'll learn how to:

* Train and coordinate a sales and marketing team.

* Establish prices and profit projections.

* Get and keep customers.

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