



The Brand Called You: 39 Ways to Differentiate You From Your Competitors

Jim Meisenheimer

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The Brand Called You

39 Ways to Differentiate You From Your Competitors

In Sales You Never Want to be Boring, Bland, or Benign

Focus on doing the little things that other salespeople aren't doing

ABD - Always Be Different

If you aren't focused on the points of differentiation you're probably spending too much time defending your price

In Sales the Little Things Mean Everything

This book provides you with 39 little things you can do to gain a distinct advantage over your competition

The Benefits for You

Being better starts with being different

You'll Get 39 Practical Ideas You Can Use to Grow Your Business

These ideas build customer loyalty. Being different will transform your sales prospects into customers faster

Proof Positive

My seven Kindle Sales Books have all been Amazon Best Sellers averaging 4.7 out of a possible 5.0 rating

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