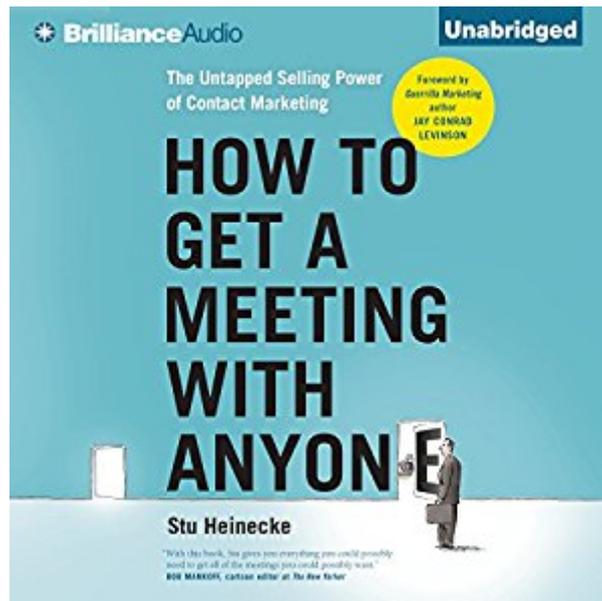


The book was found

How To Get A Meeting With Anyone: The Untapped Selling Power Of Contact Marketing



Synopsis

The hard part just got easy. You know how to sell - that's your job, after all - but getting CEOs and other VIPs to call you back is the tricky part. So what if that impossible-to-reach person weren'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 and reach those elusive executives by thinking outside the box and using personalized approaches that he calls "contact campaigns". Including presidents, a prime minister, celebrities, countless CEOs, and even the Danish model who later became his wife, Heinecke found that getting meetings with previously unreachable people was easier than ever. 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 as high as 100 percent; ROI in the tens, even thousands of percent; and costs per contact ranging from \$0 to \$10,000. Through real-life success stories, Heinecke lays out nearly two dozen categories of contact campaigns that anyone can research and execute. Tactics range from running a contact letter as a full-page ad in the *Wall Street Journal* to unorthodox uses of social media, the phone, email, and snail mail to using his own cartoons to make connections. He also packs in plenty of tips on how to determine your targets, how to develop pitches, and how to gain allies in your contact's circle of influence. *How to Get a Meeting with Anyone* provides you with a new toolkit you can put to work for you right away, so you can make the connections that are essential to your success.

Book Information

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Customer Reviews

This book is, in and of itself, proof that the author is credible in getting meetings with anyone (everyone!). The number of sources and resources packed into this book is impressive, perhaps even overwhelming. It's crowd-sourcing as research and the input of many is presented in this book. After reading this book, I had a vague and nagging skepticism. The book, according to the introduction, is for everyone. That's an odd position for a Marketer to take given the conventional wisdom that says we should target narrowly and specifically. And, while the ideas for Contact Marketing in the book can be universally applied, I found myself straining to understand at times while I was sifting through the multitudes of examples and experts. I was left wanting two things: First, a how to guide to break down the examples and distill the common elements into something I could put into immediate use. And, second, a counter-balance to convince me that this wouldn't be viewed as gimmicky. Is this really, truly effective for every sales professional (even if the approach is not aligned with his/her personality)? And does this really work with every buyer (even the most staid and serious types)? Having said that, I must also say that there are lots of useful examples and idea generators all through this book. For many, this will infuse a little more fun in day-to-day selling. Micro-targeting is proven to be effective -- quality vs. quantify; effort=opportunity. A good companion and complement to this book would be Kendra Lee's book called "The Sales Magnet." In my opinion, this book is a 5-star, must-read for small business owners. The author's own examples and advice are best suited to those who have the time, capacity and need to embark on a "VIP Makeover."

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