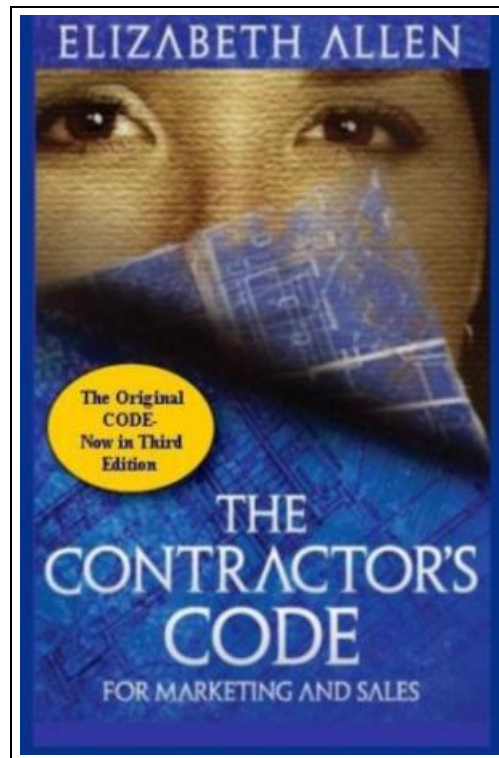


## The Contractor s Code for Marketing and Sales



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## THE CONTRACTOR S CODE FOR MARKETING AND SALES



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Createspace Independent Publishing Platform, United States, 2011. Paperback. Book Condition: New. 212 x 138 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Are you an exhausted rainmaker? Do you struggle to maintain the focus of your sales team? Do your prospects say quality and then make decisions based on price? Are you really tired of the bidding game? So begins The Contractor s CODE For Marketing and Sales, a book that promises to revolutionize small and mid-size business development, especially as it pertains to sales and marketing-the core of any business. The book is based on a proprietary program, also called CODE -Communication-Organization-Documentation-Evaluation -that was developed by Elizabeth Allen and first introduced to business clients in 2001. After assisting in the sales and marketing turnaround of numerous organizations, and watching the enthusiastic responses of countless executives and managers at seminars and presentations conducted throughout the United States, CODE is now available in book form. This book trains companies to think and act differently in how they manage the sales process: 1.Take the emphasis off of bids and price, improving profit and quality. 2.Develop a sustainable sales organization that is not dependent on just one person. 3.Effectively utilize junior level talent in the sales effort. 4.Develop effective relationships between advertising, marketing, and sales efforts. From its construction industry beginnings, CODE is now being adapted as a best practice by contractors and sub-contractors throughout industry. While the book is written directly for the construction industry audience, the book applies to consulting firms of virtually any type, such as accounting firms, multinational engineering companies, healthcare providers, technology distributors and a wide variety of entrepreneurs. The Contractor s CODE for Sales and Marketing will specifically address: How to market your firm in the most cost-effective manner possible to build an effective...

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