

[PDF] Buying Customers

Bradley J Sugars - pdf download free book



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Author: Bradley J Sugars
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Description:

Review Turn Happy Customers into Raving Fans

It's not enough to spend money to get your "brand" out. It is important to bring customers to the door, but how do you keep them coming back?

"Buying Customers" shows you how to change the way you view your business. Bringing in new customers and looking at the profits per sale sounds good.

Buying Customers is about "profit per customer". Bradley will show you how to turn Happy Customers into Raving Fans. This is a must read.

- Vicki Long

Needing better quality leads and generating more repeat business is essential to my success. This book helps in both areas.

Don't think that you can only use this book if you are an entrepreneur, business owner or marketing professional, "Buying Customers" can be used in many areas such as hiring employees. It is all about how you want to define customers. If you switch the word customer with any other you will find insights and inspiration that will turn any operation into a 'results-driven' process.

- Michael L. Gooch, Author of Wingtips with Spurs.

"In *Buying Customers*, Brad Sugars reveals the true science of creating ROI in any business model. Are your marketing dollars, coming back in multiples through your sales dollars? Are your customers your best and biggest asset in creating sales dollars? Is your customer base expanding while your acquisition cost per customer is shrinking? If not, *Buying Customers* will fine tune your efforts into guaranteed results."

Sharon Lechter

Author of *Save Wisely, Spend Happily*

Co-Author of *Outwitting the Devil*, *Three Feet From Gold* and *Rich Dad Poor Dad* and 14 other Rich Dad books

From the Author "For many businesses, their biggest expense is marketing, but they aren't sure what they are getting out of it," Sugars said. "They say, 'I'm on the radio, I have an ad in the paper,' but how are those ads growing their business? They aren't, they are just an extra expense. But if those same business owners understand why customers buy from them and how to get the right customers in the door, over and over again, it can make a huge difference for their company, and their life."

From building a target market, to incentivizing referrals to profit margins and everything in between, "Buying Customers" goes through the step by step process of building and growing a profitable, commercial enterprise that works...without the business owner.

"The ultimate goal for any business owner shouldn't be to just have a well-paying job, it should be to build a business that runs smoothly if they left for a month or even for a year. If you take the lessons in *Buying Customers* and apply them to your business, you will have the kind of business that serves your customers with value and you with profits and time to enjoy the fruits of what you've built,"

-Brad Sugars

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