



Networking with the Affluent

Thomas J. Stanley

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The top 1 percent of households in America account for nearly 40 percent of the wealth. This same affluent market is growing seven times faster than the household population in this country Thomas J. Stanley - author of Selling to the Affluent and Marketing to the Affluent - shows that, dollar for dollar, the most productive way to penetrate the affluent market is to network with its members, their advisors, and key members of their important affinity groups. Affluent individuals report that interpersonal, or "word of mouth, " endorsements are the most influential in their decisions to patronize a variety of product and service providers. Networking with the Affluent and Their Advisors offers a proven method for reaching the affluent through their affinity groups and using that association to increase sales, billable hours, and client base. With numerous case examples, Thomas J. Stanley answers several important questions, including: . How did a young sales professional gain the endorsement of a multimillionaire who headed an important trade association? How did an accountant attract hundreds of affluent business owners as clients in spite of never making a single sales call? What commercial organizations can assist the sales professional in setting up an influence network? How did one sales professional propose to meet personally with 100 of the top business owners in his community? What provocative themes were used in two top-rated trade journal articles written by extraordinary sales professionals who target the affluent? Imagine the impact on even an ordinary sales professional's revenue if he were endorsed by the president of a trade association composed of hundreds of millionaires. In fact, this type of endorsement was given at a trade conference. How did this endorsement come about? The dramatic shift in orientation from being an ordinary sales professional to being an extraordinary networker begins with targeting. Networking with the Affluent and Their Adv

Networking with the Affluent Details

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From Reader Review Networking with the Affluent for online ebook

Mike Ogilvie says

While there are a few nuggets of good information within the content of this audio book, I don't think it's worth slugging through to get to it. It's a series of "interviews" of the author who describes various professionals he's worked with and how they've improved their networking to the affluent. I'm pretty sure it's available only as audio - I can't image how they would even attempt to put this in print.

It's way too schmaltzy and forced for my liking. And based on the examples they give it's really tailored for the needs of financial advisors and wealth managers only.

Skip it.

Ray Cobel says

The basic elements of effective networking strategy and practice.

Tim Gillen says

I thought this was an interesting book.

I am not in sales, which is what the book is ultimately targeted toward. The networking principles mentioned are applicable to any vocation, and are helpful.

Joseph T Farkasdi says

I read Millionaire Mind and was greatly impressed with what I learned. Seeing how our family business is all about networking with others, guess it's time to learn more from Thomas. Attractive title!

Michael says

This book was easy to listen to because it's written largely as an interview (Q&A) with lots of examples and case studies. I found the information and examples very enlightening. If you're in business and what to learn how to more effectively network with other business owners, do read this book.

Bob says

Good book, with some interesting strategies on how to network with high networth people, who tend to be very skeptical of salesmen. The idea proposed in the book is to "give, give, give, ask", instead of "ask, ask, ask, give".

The general idea of the book is similar to "how to make friends and influence millionaires" by dale carnegie, but he gives some very specific strategies which dale carnegie doesnt elaborate on.

David says

Stanley is such a wise and effective marketer and very good author, but I obviously set my expectations too high for this work.

The audio book was set in a conversational tone, which I liked. He gave powerful examples of how he helped Nelson focus his investment attention to the food service by serving them and not expecting anything in return. But it was such a disconnect after that for me. So I took the principle of helping others without expecting anything in return. But if you read Seth Godin, Dave Ramsey, Zig Ziglar, Tony Hsieh, etc. you will get the same principle packaged differently.

I have to be honest, I really feel bad for not enjoying this more. If you like his other books, check this out and make up your own mind. I just cannot be honest with myself and rate it higher than ok. I will still get his next one because he is a great author and I look forward to learning more from this mentor."

Olajide Paris says

Don't let the title of this book fool you. Networking with the affluent is a great case study for how to improve relationships, build trust and loyalty with any client regardless of their level of wealth. A great read and although most of the scenarios are given within the context of the financial services field, I found that it was easy enough to relate to them and adapt them to my own business as a service provider in the entertainment industry.

Waseem says

Interesting audio - more a recording of a conversational interview vs book - so not the typical stuff you would expect from Thomas Stanley

... Which brings me to my next point - this audio is about the benefits of networking and how it can excel ones business and contacts - bit like joint venturing to helping each other succeed - whilst the topic is not bad it's not mutually exclusive to " millionaires " and can be applied to almost anyone

Rather than " networking with millionaires " this should be renamed " good principles of networking for business growth and contacts" - which is cool - but certainly not ground breaking to millionaires which is my

primary reason to read the authors books / material - study the characteristics of millionaires - not this general stuff

To Our Continued Success!

Waseem Mirza

<http://www.WaseemMirza.net>
