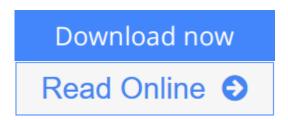


Guerrilla Trade Show Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales (Guerrilla Marketing Series)

By Conrad Levinson, Mark S. A. Smith, Orvel Ray Wilson



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"Follow the wisdom contained in this powerful volume and your treasury will grow and grow. I learned plenty." -- Og Mandino, author The Greatest Salesman in the World

"The Guerrilla Group has done it again! Guerrilla Trade Show Selling is the definitive book on how to sell more, faster and easier at trade shows. It is loaded with practical, proven principles, methods and techniques that anyone can use to double, triple and quadruple their revenues at any trade show they attend." -- Brian Tracy, author The Psychology of Achievement.

"Guerrilla Trade Show Selling is pure platinum for anyone who has to or wants to effectively work the trade show floor. It's loaded with practical, down-to-earth ideas worth thousands of dollars to anyone who reads and implements its great advice." -- Dr. Tony Alessandra, author The Platinum Rule.

"More about trade shows and sales techniques than I ever knew existed. The authors actually turn exhibiting into a profit center!" -- Alan Weiss, PhD, author Million Dollar Consulting





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Editorial Review

From the Publisher

The first book to apply guerrilla sales and marketing tactics to the unique, high-pressure environment of the trade show floor. Packed with insider secrets, tips and techniques, it is ideal for any size business that wants to use trade shows as an effective marketing weapon. It covers how trade show selling differs from a normal sales call and how to select the hottest shows for each market.

From the Back Cover

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About the Author

JAY CONRAD LEVINSON is the author of the best-selling Guerrilla Marketing Series. MARK S. A. SMITH, an internationally acclaimed speaker and writer on trade show selling, has over 200 articles published and was past president of the Colorado Speakers Association.

ORVEL RAY WILSON is an internationally acclaimed author and speaker on sales, marketing, and management. Coauthor of Guerrilla Selling: Unconventional Weapons and Tactics for Increasing Your Sales, he is President of The Guerrilla Group, Inc., an international training and consulting firm serving clients worldwide.

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