



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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- Rank: #358399 in Books
- Brand: Levinson
- Published on: 1997-04-15
- Released on: 1997-04-01
- Original language: English
- Number of items: 1
- Dimensions: 9.07" h x .83" w x 5.94" l, .96 pounds
- Binding: Paperback
- 320 pages

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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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From reader reviews:

Ryan Calhoun:

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Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales (Guerrilla Marketing Series) is kind of reserve which is giving the reader unpredictable experience.

Bryan Lopez:

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