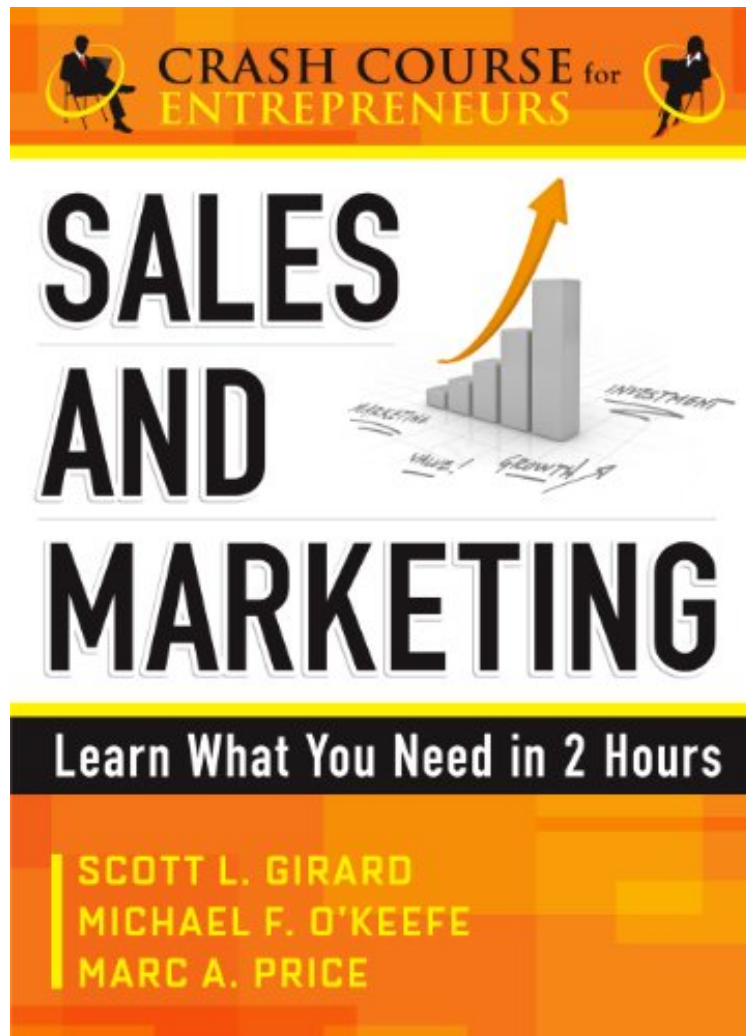


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## Sales Marketing (A Crash Course for Entrepreneurs)

*Scott L. Girard, Michael F. O'Keefe, Marc A. Price*  
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0 of 0 people found the following review helpful. A quick and useful introduction By Ceren Ozdilek Easy-to-read, no nonsense book. If you want to get some insight into sales marketing and you have limited time, you will like this book!

You have a brilliant idea and are ready to invest all your time and hard-earned cash. But what if you aren't really sure how to market or sell that stunning service or perfect product? What if you are a bit of an introvert and aren't even sure that you can sell it? In this essential guide, you'll learn how to:

- \* Train and coordinate a sales and marketing team.
- \* Establish prices and profit projections.
- \* Get and keep customers.

About the Author Marc Price has collaborated with the federal government, United States military, major nonprofit organizations, and some of the largest corporations in America, developing and implementing new products, services, and educational programs. Equally skilled in business-to-business and business-to-consumer functions, he has facilitated product positioning, branding, and outreach efforts on many different platforms for the organizations with which he has worked. As an entrepreneur, Marc has successfully directed the launch of seven different companies, ranging from traditional brick-and-mortar establishments to innovative dot-com initiatives. As an accomplished public speaker and writer, he has appeared on nationally syndicated television and radio networks, in national print publications, and has been the subject of numerous interviews and special-interest stories. He received his Bachelor of Science in organizational management from Ashford University.