



# Rule of Thumb: A Guide to Sales Strategy

*Jill Slupe*

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## **Rule of Thumb: A Guide to Sales Strategy** Jill Slupe

Why are some businesses more successful than others? The most successful businesses in the world don't have complicated secrets to their success. They have one simple thing that draws success to them magnetically: a well-defined sales strategy. Jill Slupe, founder of the sales acceleration firm Verde Martin, has successfully led businesses to sales growth for more than two decades. Rule of Thumb: A Small Business Guide to Sales Strategy shares practical insights and methods you can use to accelerate sales in your own business and enjoy the success you desire. You will learn: 1) How to accurately analyze your business 2) How to identify and develop your sales goals 3) How to implement goal attaining strategies to drive revenue. 4) How to market and position your brand and more!

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