



The Ultimate Contractor's Marketing Handbook 2014/2015 Edition: How to Create and Maintain the Best Contractor Reputation in Your Area! (Paperback)

By Rose Lawless

Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 213 mm. Language: English . Brand New Book ***** Print on Demand *****.This book will give you all of the information you require to create an online reputation for your company and a sales funnel that will produce pre-qualified and pre-sold leads and bring them through the pre-sales process until they become YOUR CLIENT! You will be able to create your niche and eliminate your competition. Last year's book received international attention from contractors all over the world. Since so much has changed in the past year, we have incorporated all new information on Reputation Marketing and other areas that needed updating in this new edition. This book has been written with the intent to help small sub-contractors, medium-sized general contractors, large construction companies and design-build firms build their business back to where it was 6 or 7 years ago. It will also serve the contractor who is just starting his business. There is something for everyone in this book whether you are just starting out with your marketing efforts, are started already but need to organize and be consistent or want to get into government contracts and larger...



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