



80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More

Perry Marshall

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Stop "just getting by" ... Master the 80/20 rule and make more money without more work.

When you know how to walk into any situation and see the 80/20's, you can solve almost any conversion problem.

Any traffic problem. Any money problem.

If you're a sales and marketing professional, you can save 80 percent of your time and money by zeroing in on the right 20 percent of your market. By page 5 you'll be applying 80/20² and 80/20³ to gain 10X, even 100X the success.

With powerful 80/20 software, you'll apply the Pareto Principle to:

- Slash time-wasters
- Locate invisible profit centers in your business
- Advertise to hyper-responsive buyers and avoid tire-kickers
- Gain coveted positions on search engines
- Differentiate yourself from rivals
- Gain esteem in your marketplace

Created by famed marketing consultant and best-selling author Perry Marshall, unique tools show you exactly how much money you're leaving on the table, and how to put it back in your pocket - then reinvest for even greater success.

You'll identify untapped markets, incremental improvements and high-profit opportunities, gaining time, and greater income potential. The Software Tools can be found here - <http://www.8020curve.com>

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