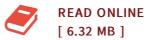# The Contractor s Code for Marketing and Sales (Paperback)

By Elizabeth Allen

Createspace Independent Publishing Platform, United States, 2011. Paperback. Book Condition: New. 212 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.Are you an exhausted rainmaker? Do you struggle to maintain the focus of your sales team? Do your prospects say quality and then make decisions based on price? Are you really tired of the bidding game? So begins The Contractor s CODE For Marketing and Sales, a book that promises to revolutionize small and mid-size business development, especially as it pertains to sales and marketing-the core of any business. The book is based on a proprietary program, also called CODE - Communication-Organization-Documentation-Evaluation - that was developed by Elizabeth Allen and first introduced to business clients in 2001. After assisting in the sales and marketing turnaround of numerous organizations, and watching the enthusiastic responses of countless executives and managers at seminars and presentations conducted throughout the United States, CODE is now available in book form. This book trains companies to think and act differently in how they manage the sales process: 1.Take the emphasis off of bids and price, improving profit and quality. 2.Develop a sustainable sales organization that is not dependent on just one person. 3.Effectively utilize...

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