



101 Ways to Get Your Foot in the Door: Success Strategies Guaranteed to Put You Miles Ahead of the Competition

Kathleen Gage, Lori Giovannoni, Karianne Marcum, Hydee Willis

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Gage and Giovannoni have spent their careers consulting and training on marketing and sales as Marcum and Willis have dominated the promotional products market in Salt Lake City. Through a series of conversations it was evident that combining forces would allow years of wisdom and street smarts to result in the book titled 101 Ways to Get Your Foot in the Door. The book is targeted to the salesperson and business owner that recognizes creativity equally as important as a good database. To stay competitive in today's business world means aggressively becoming more creative and unique in the approach from the salesperson. What is wanted and needed, are tools to increase sales, which is just what they will find in 101 Ways to Get Your Foot in the Door.

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