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Rick Kennedy, Daniel R.Covey

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This book is your sure guide and resource on how you can get started, manage and grow a profitable business. The process of starting a business can be rough and challenging. This book will help ease this pressure by taking you through the most important steps you need to take.

Whether you are a yet to start your business or already running your business, this guide is meant for you. If you are yet to start your business, you will be taken through a step-by-step process of testing your idea, preparing your business plan and deciding on the type of business structure to operate. Also, there is an exposition on the various sources of finance you could access to run your business as well as planning an effective promotional strategy.

Here is a preview of what you'll learn:

- How to test your business idea to be sure it will be profitable
- How to effectively prepare a business plan
- The various types of business structures to choose from
- How you can raise the needed money for your business
- How to market your business and put in the necessary controls

Sales

A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business development, influence people, cold calling)

The sales industry is one of the most fastest changing industries in the business world today. Customers are constantly changing what they want to buy, and who they want to buy those products or services from, so it is important as a sales professional, or as a sales business, that you are able to identify these needs and stay ahead of your competition.
The key to sales is built on the foundation of developing long-lasting relationships with your customers, so it is important that you understand exactly what sales is, and what tools and strategies are out there so that you can succeed and give your customers exactly what they want or need.

This book will cover:

- What is sales, and the traits of successful salespeople
- How to close the sale
- Sales tools that you can use to manage your sales business and increase the number of sales that you make
- How to influence people and build lasting relationships
- Effective sales strategies for you to start implementing today
- How to master the simple art of cold calling.

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