



They Ask You Answer: A Revolutionary Content Marketing Strategy

By Marcus Sheridan

Wiley. Hardcover. Condition: New. 204 pages. Sheridan and his two partners owned a small swimming pool company in Virginia when the business was beginning to flourish the housing market collapsed in 2008. In the blink of an eye, consumers stopped buying pools for their homes, while banks went into a panic. Because of this financial implosion, River Pools was in serious trouble. In other words, the golden rule of River Pools became 4 simple wordswords that would eventually go on to affect thousands of businesses all over the globe: They Ask, You Answer. The Sales Lion became known as a premier sales and marketing coaching company for businesses and brands of all sizes. This book will not just tell the incredibly practical and extraordinarily simple story of River Pools and Spas, but it will also dissect how other companies of various industries have managed to find exceptional results applying these same principles, making it relatable to all industries, businesses, and entrepreneurs alike. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.

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