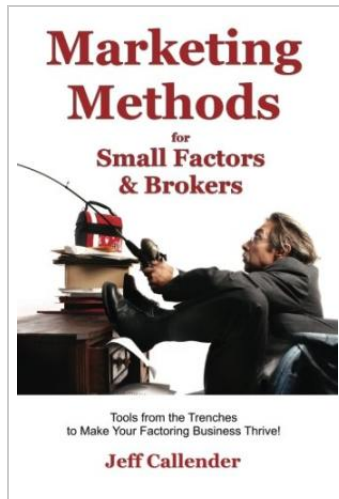




Marketing Methods for Small Factors Brokers: Tools from the Trenches to Make Your Factoring Business Thrive!

By Jeff Callender

Dash Point Publishing, Incorporated, United States, 2012. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Why a Book about Marketing Methods for Small Factors Brokers? As anyone in business knows, if you don't have customers, you don't have a business. Marketing is the way companies attract new business to their establishments, and a factor, like any company, must market effectively to keep the business alive. The question is, how do you start - and continue - to find new prospective clients your factoring business can help? That is the issue addressed by Marketing Methods for Small Factors Brokers. But there are so many ways to attract prospects; which ones should you use? Which are most effective, and which are waste of time and money? These significant matters are addressed by eight small factoring professionals who have all been in the industry for years. Their responses may surprise you. If finding and closing new clients is proving difficult, their words can help you. The Small Factor Series Author Jeff Callender has been a factor for two decades. He has written numerous books, articles, and ebooks for small business owners,...



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