



## Janus Principle: Focusing the Company on Selling to Small Business

By JoAnn Mills Laing, Don Mazzella

Brick Tower Press. Paperback. Book Condition: new. BRAND NEW, Janus Principle: Focusing the Company on Selling to Small Business, JoAnn Mills Laing, Don Mazzella, This book offers solutions to the often vexing task of organising a large organisation (and even small firms) into an effective marketing engine to profitably sell into the small business marketplace. Addressing the rapidly expanding role of the Internet and other electronic gateways, the authors also demonstrate how to more effectively use traditional sales tools in an integrated marketing effort. The authors have distilled 20+ years of experience advising Fortune 100 corporations as well as researching the small business marketplace into a concept that large and small organisations can adopt and use. "The Janus Principle" is an easily understood and implement approach that helps focus the selling organisation (large and small) on those factors that breed success in this enormous, still growing market. The book takes its name from the Roman god of the portal or door that looks both outward and inward. The book lists specific things you need to do to successfully sell to small businesses, and describes how to utilise direct mail and online channels together to profitably sell over the Internet.



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