



## Small Business Essentials: Cashflow, Sales and Marketing Principles You Should Know

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By Mr Michael Partis

Indelible Imaging. Paperback. Book Condition: New. Paperback. 154 pages. Dimensions: 9.7in. x 7.4in. x 0.3in. This book is designed for small business owners who want to understand how cashflow works within their business. It also provides useful tips and strategies for small businesses about sales and marketing. Written in an easy-to-understand style, each chapter is less than 2,000 words and contains no industry jargon. It contains 2 sections. The first 7 chapters are dedicated to cashflow. The last 7 chapters explore sales and marketing. The chapters in the book cover the topics of: 1. Business and Commercial Finance 2. Risk 3. Flawed Logic 4. Driving the Application 5. Servicing 6. Financial Statements 7. Important Financial Ratios 8. Features, Attributes and Benefits 9. Customer Personality Styles 10. The Six Steps of Selling 11. Objection Handling 12. Receiving and Delivering No 13. Value Creation 14. Measuring Success This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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