



Networking with the Affluent

Thomas Stanley

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The top 1 percent of households in America account for nearly 40 percent of the wealth. This same affluent market is growing seven times faster than the household population in this country. Thomas J. Stanley - author of *Selling to the Affluent* and *Marketing to the Affluent* - shows that, dollar for dollar, the most productive way to penetrate the affluent market is to network with its members, their advisors, and key members of their important affinity groups. Affluent individuals report that interpersonal, or "word of mouth," endorsements are the most influential in their decisions to patronize a variety of product and service providers. *Networking with the Affluent and Their Advisors* offers a proven method for reaching the affluent through their affinity groups and using that association to increase sales, billable hours, and client base. With numerous case examples, Thomas J. Stanley answers several important questions, including: . How did a young sales professional gain the endorsement of a multimillionaire who headed an important trade association? How did an accountant attract hundreds of affluent business owners as clients in spite of never making a single sales call? What commercial organizations can assist the sales professional in setting up an influence network? How did one sales professional propose to meet personally with 100 of the top business owners in his community? What provocative themes were used in two top-rated trade journal articles written by extraordinary sales professionals who target the affluent? Imagine the impact on even an ordinary sales professional's revenue if he were endorsed by the president of a trade association composed of hundreds of millionaires. In fact, this type of endorsement was given at a trade conference. How did this endorsement come about? The dramatic shift in orientation from being an ordinary sales professional to being an extraordinary networker begins with targeting. *Networking with the Affluent and Their Adv*

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