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## **Book Review: Selling to Small Businesses. Getting Inside Their Our Minds.**

We all, whether a small business or big business sell to small businesses in one way or another. If you are from the corporate world and thought selling to small businesses was similar to selling to your big fortune 500 clients - you are wrong.

If you think that because your ARE a small business you really know how to sell to small businesses - you **could** be wrong.

Gene Marks book, *Outfoxing The Small Business Owner: Crafty Techniques For Creating A Profitable Relationship* is a humorous read that will give you detailed insight into what it takes to really SELL and build a relationship with the millions of small businesses in this country - and even more around the world.

His book starts out with a monologue of sorts in the "problems" in selling to a small business owner. Wanting the best deal? Maybe not being able to pay on time?

*Outfoxing The Small Business Owner: Crafty Techniques For Creating A Profitable Relationship's* 10 chapters are so practical and rich in actionable information.

From 15 classic payment delay tactics, to NOT selling to small businesses that you'll lose money on to how to appreciate the seven types of small business owners - or foxes as Gene calls them.

I learned a lot reading this book and I think you will as well.