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The must-read summary of Perry Marshall's book: “80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More”.

This complete summary of the ideas from Perry Marshall's book “80/20 Sales and Marketing” explains how 80% of your results will come from 20% of your efforts and this principle can be applied to any area of life. The author states that this concept is an essential tool in sales and marketing as you can focus your efforts where they will really make a difference. By learning and applying the 80/20 principle, you will be able to identify which areas of your marketing are the most effective and arm yourself with all the tools you need to boost sales.

Added-value of this summary:
* Save time
* Understand the key principles
* Expand your business skills

To learn more, read “80/20 Sales and Marketing” to learn one of the most useful principles in sales and marketing and find out where you should really be focusing your efforts.

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