



The Art of Selling to the Affluent: How to Attract, Service, and Retain Wealthy Customers and Clients for Life

Matt Oechsli

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Attract and retain affluent customers and clients

Much has changed since the original *The Art of Selling to the Affluent* was published. The financial crisis has affected the affluent as well as the less affluent. This book brings you up to date with today's affluent and helps every salesperson understand what adjustments need to be made in order to successfully attract, service, and retain lifelong affluent customers and clients. Completely updated and revised, it is based on The Oechsli Institute's latest 2013 comprehensive research.

- Explains how the financial crisis elevated the level of anxiety and how this has affected major purchase decisions
- Offers step-by-step guidance on how to navigate the process of overcoming social self-consciousness during the sales process
- Author Matt Oechsli is one of the leading authorities regarding marketing, selling, servicing, and developing loyalty with affluent clients, and one of the most sought after speakers in the financial services industry

The Art of Selling to the Affluent, 2nd Edition offers a detailed landscape of today's affluent. Put yourself ahead of the competition by knowing how the Great Recession has affected purchasing behavior and where the opportunities are moving forward.

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