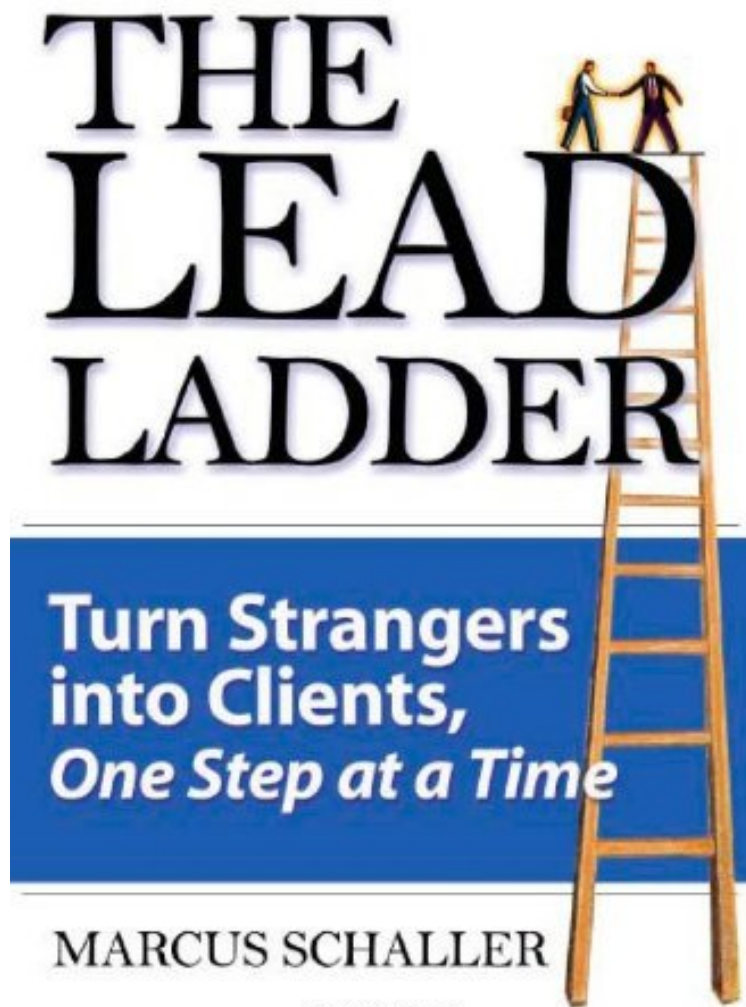


# The Lead Ladder: Turn Strangers Into Clients, One Step at a Time


*Marcus Schaller*

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**Marcus Schaller : The Lead Ladder: Turn Strangers Into Clients, One Step at a Time** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Lead Ladder: Turn Strangers Into Clients, One Step at a Time:

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understand.\*Marcus explains his system in the format of a very interesting story that relates to those having problems with getting leads.\*The lead ladder system is explained very well and easy to understand with diagrams and simple examples.The lead ladder system is basically utilizes a marketing concept called a Sales Funnel. This book explains it very well. I use it as a reference for sales funnel in my studies in marketing.I gave it a 5 because it is written very well and explains this marketing concept very well. He teaches some essential elements to marketing in a very easy to understand format.books on marketing strategies would complement this book well.3 of 3 people found the following review helpful. Thought provoking as a reminderBy Tom CarpenterThere's really nothing new in this book, but the method of presentation and short read time make it an excellent choice as a reminder to keep doing what we all should know works. Marketing, build relationships, close the sale. This is what has always worked and it hasn't really changed. Some of our marketing methods are new, but the great sales successes continue to go to those who focus on building relationships.Good book and I recommend it because you can read it in 30-45 minutes and get a good kick in the seat of the pants.

A surefire lead generation tool that helps your business generate new customers No matter what business you're in, you know that success depends on the latest methods to find, woo, and hold onto paying customers. The Lead Ladder serves up a feast of fresh ideas and surefire techniques for doing all that and more. In telling the story of Ted, a salesperson in crisis, Marcus Schaller outlines a proven, step-by-step formula for attracting only the most viable clients, generating dramatically higher sales while reducing advertising and marketing costs and wasted effort. Key features A highly successful self-published book now available to a wide audience of business readers Lead generation is one of the most crucial business-building skills for companies of every size Schaller's lead generation system has been taught to tens of thousands, nationally, through his highly popular seminars and workshops

From the Back CoverDo you want to attract more clients? Create more business? Make more sales? Generating sales leads shouldn't be such a struggle, yet for thousands of entrepreneurs, salespeople, and service marketers, attracting clients is the single most difficult thing they face. The Lead Ladder is the story of Ted, a sales rep who is struggling to attract clients. That is, until he learns how to build a Lead Ladder that attracts more business by identifying the best prospects before his competition can, differentiating himself as an advisor, and personalizing each prospect relationship until the prospect becomes a client. Idquo;The Lead Ladder helped me focus my business development strategy and execution into a powerful, repeatable, and highly adaptable process. I've read dozens of books on the topic, but Marcus's system clarified my approach in a brand-new way that brought me results almost immediately. I very strongly recommend this book to anyone who markets or sells a professional service.rdquo; -Jack H. Cage, Senior Client Partner, Technology Markets, Korn/Ferry InternationalAbout the AuthorMarcus Schaller is founder and president of Purple Dot Group, a lead generation strategy consulting and publishing firm. He has more than eight years of service marketing experience in real estate, consulting, and consumer and business services. For more information about Purple Dot Group's services, seminars, products, and magazine, visit [www.leadladder.com](http://www.leadladder.com).