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Roar! Get Heard in the Sales and Marketing Jungle: A Business Fable

Kevin Daum

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Don't just get your message out. ROAR it out!

In this captivating parable, you'll follow Ryan Miller, an executive struggling with reduced sales in a challenging economy. Ryan is mentored by his old Livingston, New Jersey high school friend, Lenny Bernstein, now a Hasidic Jew in Brooklyn having great success in his packaging business. Over a series of lunches around New York City, Lenny shares the key insights that have driven his sales through the roof, while allowing him to run his business efficiently-and still have plenty of time for family. Lenny explains the simple mnemonic R-O-A-R

- Recognize the four types of buyers
- Observe from the buyer's perspective, and adapt your message
- Acknowledge the buyer's special wants and needs
- Resolve the buyer's issues

Praised by renowned money manager Ken Fisher, *Roar!* gives you a 3,500-year-old sales secret that has never before been articulated in a business context, one you can use to recharge your sales operation and revitalize both your business and your life. It may be a jungle out there, but it's a little less scary once you know how to ROAR!

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