



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

This insightful book shows salespeople how to meet the needs of affluent clients - from the initial contact, to the sales presentation, to providing the level of service and quality they expect, to securing them as long-term customers. Based on extensive research of the buying patterns and expectations of the wealthy, this step--by--step sales guide reveals the secrets of attracting and keeping wealthy clients for life, boosting sales and repeat business. The Art of Selling to the Affluent is also a crash course in the world of the wealthy, giving you the understanding you need to satisfy and retain these profitable top--dollar clients.



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