

The Definitive Guide To Infusionsoft: How Mere Mortals Increase Traffic, Leads, Prospects, Sales, Testimonials, E-Commerce & Referrals With the ... & Marketing Automation Software (Volume 1)

By Mr Wes Schaeffer, Cindy Zuelsdorf



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Updated April 2017 and includes a free electronic version of the book as a PDF (a \$29 value). The Definitive Guide to Infusionsoft is part user guide, part case studies, part helpful tips from successful end users, Infusionsoft Certified Consultants and Infusionsoft Marketers of the Year. All of the information has been compiled to help the average user get the most out of this powerful sales and marketing automation platform that combines CRM functionality with email marketing, E-Commerce and Affiliate Marketing. Infusionsoft's unique ability to empower you to segment your prospects and clients so you can send timely, relevant sales and marketing messages to them is how they could promise to double your sales. However, that promise was too dramatic so they now tell you to "Automate. Integrate. Celebrate." That really is the key. Like Henry Ford, the local business owner will never be able to truly celebrate and enjoy success until they implement some form of automation. When you follow the Infusionsoft Perfect Customer Lifecycle to you build your Marketing Automation Plan you will soon be enjoying that success. With this book, you'll be automating, integrating and celebrating that much faster. Good selling.



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Editorial Review

About the Author

Wes Schaeffer is an obsessively pragmatic mentor and the founder of The Sales Whisperer? He has helped over 2,400 of the world?s top speakers, authors, coaches, and sales professionals achieve nearly miraculous growth by implementing his repeatable, transferrable, and proven processes, which have been developed, honed, and refined since 1988. Wes combines Southern common sense with his formal training and attention-to-detail that took root during four years at the United States Air Force Academy to continually produce cutting edge yet practical processes for his clients. He has sold millions of dollars of products, consulting, and training to companies such as Google and Dell, and since 2008 he has been the #1 reseller of the #1 sales and marketing automation software for small businesses, which has generated at least \$50,000,000 in recurring revenue for the company and created a monthly residual income that enables him to provide for his family of nine without ever getting out of bed. He is a prolific writer with two books already in print, his third set for release this winter, a daily blog, and The Weekly Whisper. Wes is a sought-after speaker who calls Southern California home with his wife of 21+ years and their 7 children.

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Joe Williams:

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