

**"No one better illuminates the who, where, and how of the affluent market than Tom Stanley."**

**—J. Arthur Urciuoli,**

*Director of Marketing, Merrill Lynch*

# SELLING TO THE *Affluent*



- **TARGETING AFFLUENT PROSPECTS**
- **UNIQUE STRATEGIES FOR OPENING DOORS**
- **HOW THE AFFLUENT MAKE DECISIONS**
- **SELLING TO SUPER ACHIEVERS**

## DR. THOMAS J. STANLEY

*by the Author of The New York Times Bestseller*  
**THE MILLIONAIRE NEXT DOOR**

# Selling To The Affluent

**N Noddings**



## **Selling To The Affluent:**

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