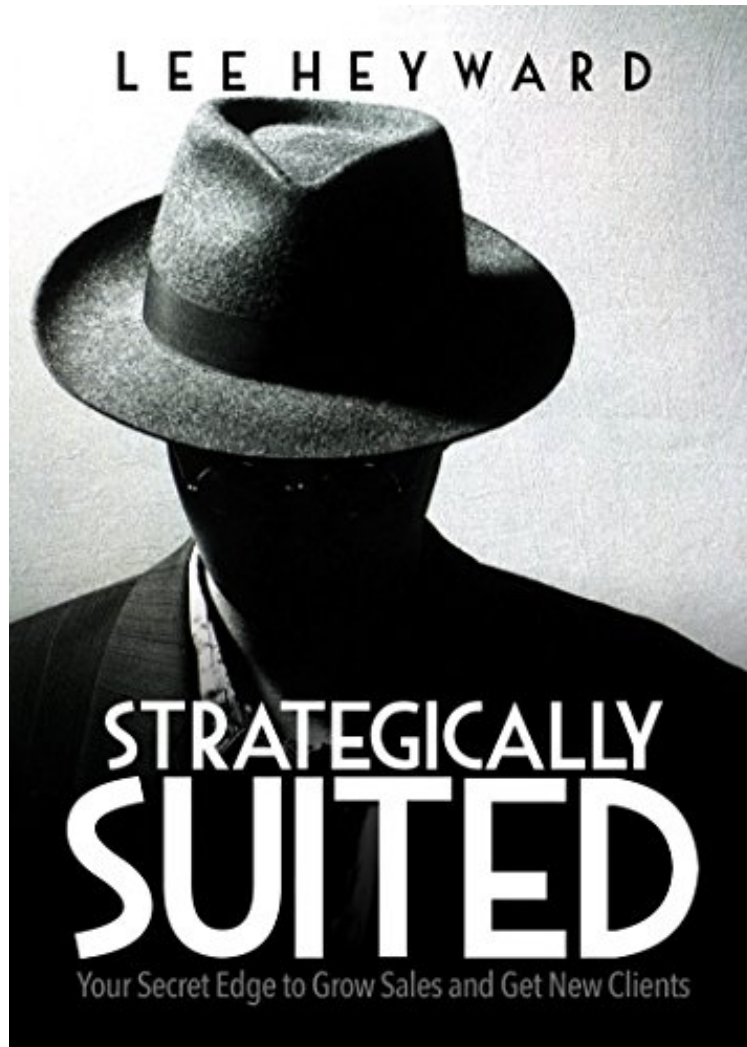


(Read free) Strategically Suited: Your Secret Edge to Grow Sales and Get New Clients

Strategically Suited: Your Secret Edge to Grow Sales and Get New Clients

Lee Heyward

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Lee Heyward : Strategically Suited: Your Secret Edge to Grow Sales and Get New Clients before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategically Suited: Your Secret Edge to Grow Sales and Get New Clients:

1 of 1 people found the following review helpful. Style Your Best SelfBy Nicole FlotheI go every day to meet new clients or to my nursing office and choose to dress for success. I find that when I put a pretty dress on and some lip gloss I feel better about myself. When I feel better I accomplish more and I believe my clients decide to work with me because of how I look and feel. I met a friend on Social Media, Lee Heyward, and she recently wrote a book about style and how you can make great connects with others by dressing in styles that make you feel good. I was excited to

have the opportunity to read her book and leave this review. Here are my 5 favorite quotes from *Strategically Suited*...

Quote 1: Fast-forward a year to when I was promoted as a sales representative for the same company. I'm a girl in my early twenties taking over accounts from a very established cowboy who everyone loves. And someone says to me, Man I'd hate to try and fill Glen's shoes. How are you going to do that? I said, I'm not. I'll wear my own shoes.

Quote 2: When I was in fourth grade, my best friend started at a new school. I decided we had to make sure that she would arrive at the new school as a "cool kid." So we had a sleepover, and created outfits for the first five days of school. In my mind, this was foolproof. Cool clothes equal cool kid. What more could you want, right? And it worked. She made friends easily. Clearly, I had a knack for this—but it wasn't until working for Ariat that it all clicked for me.

Quote 3: Similarly, dressing in a way that gives you the secret edge to sales isn't just about dressing for your client or to make the best first impression. All of that definitely matters, and I'll get into that in just a moment.

Quote 4: Dressing strategically, whether you're in fourth grade or in your fourth year in business, is about how you appear to your client, but it's also about how you appear to yourself. You're dressing to feel a certain way in order to get a specific result.

Quote 5: That's an important thing to remember as you read this book. The way you think about yourself—your self-concept—is driving every result you get both personally and professionally. There are a thousand different ways that you can use your image to increase your bottom line, but the key is to start by dressing for yourself. For your own mental advantage. Your mental edge.

2 of 2 people found the following review helpful. Will you choose what story people make up about you? By Richard G. Averitt It would be easy to dismiss the idea that your clothes impact your bottom line but you would be making a mistake. Lee makes a fabulous case for the subconscious effect of feeling good about yourself and how that changes the energy in the room and the results you get. Like it or not, whether you take the stage or step into a room of new customers - your audience is making up a story about who you are long before you open your mouth to tell your own story. How you look and feel dramatically shapes the plot.

1 of 1 people found the following review helpful. What an eye-opener! By Donna Like the story of the fabled emperor in his new clothes, Lee has the wisdom of the small child who points out that things may not be just exactly like you thought. She doesn't want to make you someone else. She wants to help you become more of who you really are. Reading this book is like sitting on a shady porch sipping on a glass of cold lemonade. Comfortable. Refreshing. Sometimes a little tart. But always familiar. Just like you, but with an EDGE that makes you look and feel special! If you want to love your life, if you want to love your career, if you want to make more money, if you want to close more clients, if you even want to love yourself--READ THIS BOOK! And then go change your clothes!

Do you have a thriving business, but have a sneaking suspicion you may be missing out on potential opportunities? The way people present themselves is a secret sales weapon. It gives them an edge within their industry. And all they have to do to activate that edge is change their clothes. *Strategically Suited* helps readers discover how to grow their business. They're also going to look and feel better. More importantly, they'll be able to apply what they've learned to make more money, so that they can make a bigger impact on the world, spend more time with the people they love, and be able to do what they've been put on this earth to do. You may be successful and have listened when people talked about dressing for success, but you may wonder how you can take your business to the next level, increase sales, get new clients, and land any opportunity that comes your way - *Strategically Suited* has those answers. A longtime image and sales strategist, Lee Heyward knows that when you up-level your look, you'll feel great, have more fun, and close more business. Open up and get started!

About the Author Style strategist Lee Heyward helps clients create an edge to grow their sales and get more clients. Lee believes that when you up-level your image, you confidently close every sale, stand proudly on stage, and achieve the results you desire. Her real-world approach demonstrates that up-leveling your image isn't about creating a perfect package; it's about tapping into what makes you the best version of yourself for both you and your clients. At a young age, Lee discovered the importance image plays in your success. When her best friend entered a new school in fourth grade, she put together all the outfits she should wear in order to nail a "cool kid" first impression. As a sales representative for an equestrian footwear and apparel company, Lee quickly learned that the way you package what you sell is key in order to get the result you're after. In 2007, she launched her company to help entrepreneurs discover how easy it can be to increase their bottom line simply by changing their clothes. She is the author of her first book, *Simply Effortless Style: A Real Woman's Guide to Making Style Easy and Fun* and lives in Charleston, SC, with her husband, two children, dog, and cat.