

**Introducing a Book:**

***The Best Sales Tips for Finding New Customers Fast!* by Luke Fatooros**



Courtesy: [https://www.amazon.com/Sales-Finding-Customers-Smart-Business-ebook/dp/B08F1W81YC/ref=sr\\_1\\_1?dchild=1&keywords=The+Best+Tips+for+Finding+New+Customers+by+Luke+Fatooros&qid=1609607850&s=books&sr=1-1](https://www.amazon.com/Sales-Finding-Customers-Smart-Business-ebook/dp/B08F1W81YC/ref=sr_1_1?dchild=1&keywords=The+Best+Tips+for+Finding+New+Customers+by+Luke+Fatooros&qid=1609607850&s=books&sr=1-1)

The author Luke Fatooros started his first business when he was twenty-three years old. His university friend and he had \$800 dollars only when they started the business in his father's shed. In five years, the business grew into a \$ 12 million company. But the business failed within 10 years. Success and failure of a business is easily noticed in our bazars. Somehow success and failure seem to be cyclical. In our small towns. To withstand the failure and to revive it and bring it to lasting success require an understanding of the business process and follow steps. The author makes a distinction between self-employed and business ownership. For the success of his business, he developed 13 steps. These steps helped him to generate profits and to generate wealth.

This book *The Best Sales Tips for Finding New Customers Fast!* by Luke Fatooros is an extremely useful book to read not only by those who want to start and maintain their business but also those who would be employed in corporations in the future after their graduation.

By the way, most business administration graduates look for salaried jobs rather than planning on to start their own business. Often only those who come from families who own business get involved in their family business. This situation should change, and the graduates of business administration should look at starting their own business, gain profits and generate wealth. In this process they will help increase employment opportunities in addition help bringing in economic prosperity.

Some of the thirteen steps suggested by the author are the following. These are listed, described, and explained in Chapter 1: 13 Steps: How to build a smart business to give you time and Money Freedom.

“Step 1. Position your Business in a Lucrative “Red-Hot” Niche!

“Step 2. Create your Competitive Edge, so you Stand Out in the Crowd!

“Step 3. Attract more Customers to You, Not Competition!

“Step 4. Design your Products/Services to Sell More, Quicker!

“Step 5. Design an Irresistible ‘Hook’ and Up-Sell Funnel!”

Every step suggested is important. It is recommended that you get the book and read it several times and use the steps while planning, starting, and running your business. Even if you are not running your business, the steps suggested will be useful to as part of your knowledge and skill in the company you are working for.

The following are the other chapters of this highly interesting and useful book:

Chapter 2: The fastest route to the Cash

Chapter 3: Step: 3 Attract More Customers To You, Not Your Competition!

Chapter 4: The “Hot Pot” Method. This chapter offers several case studies also.

Chapter 5: Step 4: Design Your Products And Services To Sell More, Quicker! This chapter offers several case studies also.

Chapter 6: Step 5: Design An Irresistible “Hook” And Up-Sell Funnel

Chapter 7: The Old Versus New Way of Doing Business

Chapter 8: The No Risk, Great Value Sales Acceleration Strategy. This chapter also has two case studies.

Chapter 9: Building Your Back-End Revenue Streams

Chapter 10: Building Your Cash Generating Sales Pipeline. This chapter offers a Workshop for Step 5.

In addition, there are two Bonus Chapters offering real-life case studies.

The book is highly recommended for all business administration students, scholars, and teachers. It is especially important that our students should develop their interest and skills in developing and running their own businesses. We must remind ourselves that running a business is not restricted to those belonging to traditionally considered business communities/castes, religious groups/sects and business families. It is open to all, and we should encourage all to develop their entrepreneurship. This book is a great guidebook, offering insightful and practical steps.

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