

Heartselling: The Seven Magnets to Attract Customers

Alexander Christiani



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Heartselling is about selling from your heart and with your heart. It describes the paradigm shift from push marketing to pull marketing. Customers actively avoid pushy marketing and sales approaches and demand more from the companies they do business with. Heartselling is about the science and art of fostering your customer's love to buy from you. Alexander Christiani shows dozens of time tested strategies and tactics to activate the seven magnets of attracting customers. He shows how to orchestrate all these heartselling tools into one comprehensive marketing sinfonia.

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