



# **The Lead Ladder: Turn Strangers Into Clients, One Step at a Time: Turn Strangers Into Clients, One Step at a Time**

*Marcus Schaller*

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**A surefire lead generation tool that helps your business generate new customers**

No matter what business you're in, you know that success depends on the latest methods to find, woo, and hold onto paying customers. The Lead Ladder serves up a feast of fresh ideas and surefire techniques for doing all that and more. In telling the story of Ted, a salesperson in crisis, Marcus Schaller outlines a proven, step-by-step formula for attracting only the most viable clients, generating dramatically higher sales while reducing advertising and marketing costs and wasted effort.

## **Key features**

Schaller's lead generation system has been taught to tens of thousands, nationally, through his highly popular seminars and workshops

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