



# **The Perfect Plan: The Story That Reveals the Secret of the World's Elite Sales and Marketing Teams**

*Donald W. Barden*

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The hypothesis was so radical, no one would touch it. One person wanted to know why. A collision soon occurred that would not only change the way we looked at today's sales and marketing techniques, but the way we communicate as well. It was simple—a perfect plan. In the past, we found the future. What if you were able to look back into the minds of the greatest marketing people of all time and experience their thoughts, processes, and patterns? What if you knew how they obtained a 95 percent close ratio and one-third global market share? What if you knew . . . the perfect plan? The Perfect Plan is the spark that will ignite a fire of emotion with a visual communication that will create an evolutionary impact on each and every project. The Perfect Plan takes you back to a time and place where the world was hungry for an answer and when every action was for a purpose. From first-century Rome to today, the keys to the most successful marketing plans of all time are revealed and explained in a way that will take you to another place . . . a place that is simply perfect. Once you go there, you may be so intrigued that you change your marketing strategy to reflect the most successful campaigns in history, and in turn, reap their rewards.

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