

Firesale Magician



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According to Wikipedia, a fire sale is: the sale of goods at extremely discounted prices, typically when the seller faces bankruptcy or other impending distress. The term may originally have been based on the sale of goods at a heavy discount due to fire damage. A fire sale may or may not be a closeout, the final sale of goods to zero inventory. Dictionary defines fire sale in two ways: (n.) a special sale of merchandise actually or supposedly damaged by fire. -or- (n.) a sale, as of assets, at reduced prices, in order to raise money quickly. Clearly, this report is not meant to focus on a sale of goods damaged by fire. So what will this report focus on? For our purposes, the definition will be slightly different and carry a much less negative connotation. Here is how we will define fire sale within this report: 5 Firesale Magician A fire sale is the sale of products or services at extremely discounted prices that raise slightly over a set period of days in order to encourage and maximize sales and increase revenue. While our definition is slightly different, a true fire sale is in the eye of the beholder, and that beholder today is you! If you are reading this report, then you must want to: Maximize efficiency Broaden your customer base Increase your revenue stream Conducting a fire sale is an art and this report will help you fine-tune your craft. And by

the end of this report, you will become nothing short of a fire sale expert or better yet, a fire sale magician leaving friends and colleagues wondering just how did you do that?! Lets dive in to your bag of tricks!

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