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Are you leaving money on the table? Let me rephrase that: You ARE leaving money on the table! Did you know that 96% of businesses are NOT maximizing their full profit potential? Most businesses are great at their primary service, but are grossly overlooking dozens of hidden opportunities lying dormant in their businesses just waiting to spring to life to generate additional income streams...WITHOUT additional customers, WITHOUT spending more on marketing, WITHOUT hiring more employees, and WITHOUT any additional expenses. Amazon bestselling author and entrepreneur Antonio Thornton shares his most effective business secrets with you to help find your Hidden Revenue Opportunities (HIROs). You don't need to work overtime or sell more product to make more money. You can double or even triple your revenue using the resources you already have - you just need to know how to do it. Within these pages, you'll find the information that has already changed the businesses - and lives - of tens of thousands of business owners. You'll learn how to... Optimize Your Leads. Use the marketing tools you already have, increase the number of leads you get from advertising. Maximize Your Sales Potential. Ensure that you're serving your customers the most you possibly can. Make Money After the Sale. Implement after-market systems to ensure that you're getting the most from a transaction, even after the sale. Master the Art of the Upsell. Make the most of every transaction, every time. Increase Your Revenue with Add-Ons. Make sure you're selling not only your product, but the products that will complement your product. Master Conversion. Turn more prospects into loyal customers. Use

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