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UnSelling: The New Customer Experience

Scott Stratten, Alison Kramer

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Scott Stratten, Alison Kramer : UnSelling: The New Customer Experience before purchasing it in order to gauge whether or not it would be worth my time, and all praised UnSelling: The New Customer Experience:

3 of 3 people found the following review helpful. Love this book... somehow they make the (what should be) obvious novel. By Erica Lynn I know a book is good when I don't realize I am turning (or swiping) the pages as I read and when the narrative and examples stick enough that I bring them up in conversation at my dinner table... That is the best endorsement I can give a book and that is the endorsement I am giving UnSelling. I kept coming away with wondering why the cases we read in business school weren't this relevant and followed by such human analyses (separate from poking the obvious fun at the predominantly Harvard academics who write them). Before UnSelling, the last time I

read a business book that made me laugh and cry was 199-never. The authors know that businesses shouldn't be (and can't be thanks to social media) faceless and aloof, and their philosophy resonates in their writing style. In addition, this book is enjoyable to read because it is so simple -- not the duh kind of simple, but the priceless kind that has you saying dangit why didn't I think to say that (I guess that's why I didn't write the book). I have also read *Unmarketing* and *The Book of Business Awesome/Unawesome*, which were equally fantastic... All of these books are great gifts for entrepreneurs, business school students/grads, bloggers, social mediaites, and anyone who enjoys common sense and the marriage of commerce to humanity. Since my schedule is not conducive to joining a book club, but I like comparing book reviews (nerd alert), I rely on reviews to see if what I got out of a book was similar/different to others... I saw another review mentioned redundancy, and that was not my takeaway. For the few parts that included a repeat appearance, I attributed that to these authors being pros at curating what to do/what not to do cases -- it's their business to call out businesses who make silly mistakes even if the mistakes have been done before (especially if they have been done before).

1 of 1 people found the following review helpful. Want more sales? Stop focusing on the purchase! By Douglas N. Burdett[[VIDEOID:19431cfb2ea9fc18fabfc10d35df83c0]] Hi Irsquo;m Douglas Burdett, host of *The Marketing Book Podcast* and Irsquo;d like to tell you about the book *Unselling: The New Customer Experience*rdquo; by Scott Stratten and Alison Kramer. If yoursquo;ve ever wondered why itrsquo;s so difficult for some companies to make a sale, itrsquo;s because the purchase transaction is just about the ONLY thing they are focused on. Companies have become blind to customer service, support, branding, experiences, and even product quality. The truth is that these days if companies would focus more on everything before and after the transaction, making the sale becomes easier. Sixty percent of a purchasing decision is made before a customer even contacts you. Why do they wait so long to contact you? Because they can. They can find out nearly everything else about you and your product from the Internet, review sites and talking to friends (and even strangers) on social media. And after the sale, your customers can take to the Internet to sing your praises or tear you apart. "Unselling" is about the big picture: creating repeat customers, not one-time buyers; creating loyal clients that refer others, not treating people like faceless numbers; becoming the go-to company for a product or service, before people even need it. One other thing. I read a lot of marketing and sales books, and this book is the most entertaining one Irsquo;ve read. At times the book had me crying from laughing so hard. Seriously, my wife came upstairs and said *what is the matter with you?rdquo;* Anyway, to listen to a very entertaining interview with Scott Stratten about "Unselling," please visit MarketingBookPodcast.com

1 of 1 people found the following review helpful. Full of great insight. Really common sense but works because my ... By SKCHis other two books *UnAwesome* and *UnMarketing* are very similar. If you could only afford our only have time to read one, I would read this one. Full of great insight. Really common sense but works because my team tried it at a trade show and we received the highest post event survey results our remarks.

Unselling is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. We've become blind to customer service, support, branding, experiences and even product quality. Sixty percent of a purchasing decision is made before a customer even contacts you. We have funnel vision, and it needs to stop. *Unselling* is about the big picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you. You don't need social media, but you can be connecting with your clients socially. Your video doesn't have to be viral in front of a million people, just contagious in front of your specific market. Content, connection, engagement. It's time to separate from the pack of noise. It's time to *UnSell*.

Through this book yoursquo;ll learn the secrets of what really influences purchasersrsquo; decisions by taking a wider view of the sales processrdquo; (Talk Business, March 2015) *Unselling* is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. Wersquo;ve become blind to customer service, support, branding, experiences and even product quality. 60 percent of a purchasing decision is made before a customer even contacts you. We have *funnel vision,rdquo;* and it needs to stop. *Unselling* is about the big picture: creating repeat customers, not one-time buyers. Creating loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you. You donrsquo;t need social media, but you can be connecting with your clients socially. Your video doesnrsquo;t have to be viral in front of a million people, just contagious in front of your specific market. Content, connection, engagement. Itrsquo;s time to separate from the pack of noise. Itrsquo;s time to *UnSell*. From the Back Cover *Unselling* is about seeing the bigger sales picture. From the top-selling authors of *UnMarketing*, this new book turns traditional wisdom on its head. Looking beyond a narrow sales funnel, and seeing what really influences purchase and repurchase decisions today. In *Unselling*, yoursquo;ll learn why one negative review can outweigh a thousand social media followers if it isnrsquo;t handled correctly. Yoursquo;ll learn why a blog post with a catchy headline can actually be bad for business if it isnrsquo;t written well. Yoursquo;ll learn why the people you hire matter more than the tasks you hire them to do. These and countless other underappreciated truths add up to a new way of thinking about business that will completely change the way you sell, for the better. In a world where trends,

technologies, brands, and business come and go in the blink of an eye, it may be difficult to believe that creating real community, customer loyalty, and repeat buyers is the way to lasting success. After reading *UnSelling*, there will be no doubt in your mind that it's true. Up to 60 percent of all purchases are made before the sales pitch even begins, yet we still focus on the sales funnel above all else. *UnSelling* is about removing this "funnel vision," reaching out to clients in a meaningful way, and becoming the go-to brand. The sales figures will follow.

Scott Stratten
Alison Kramer