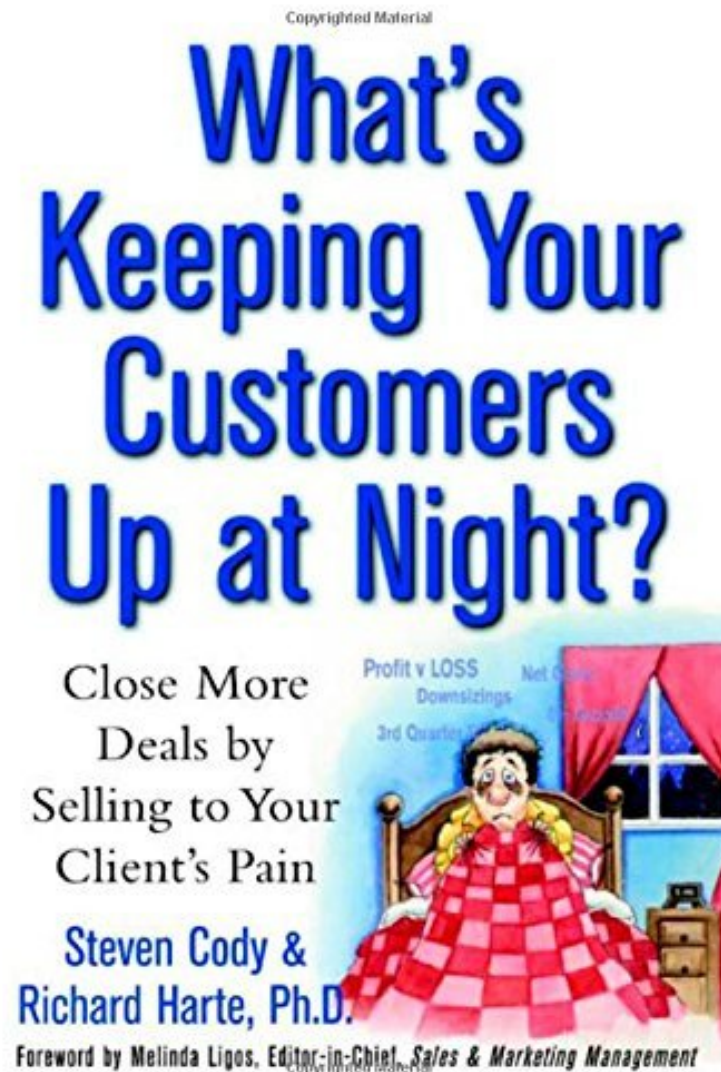


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What's Keeping Your Customers Up at Night?: Close More Deals by Selling to Your Client's Pain

Steven Cody, Richard Harte

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1 of 2 people found the following review helpful. Finally, some much needed help for sales....By Mary S. Harte Director of Marketing Finally, a serious book that doesn't waste time and goes right to the heart of the matter. Dr. Harte

and Mr. Cody understand the concept of "real world selling". That is, a customer's time - and attention span - is limited and there is a big gap between what the salesman wants to say and what ultimately gets listened to, understood, and remembered. To make an impact, a salesman has to be able to quickly identify and understand the root of a client's issues and problems - and offer the right solutions. The authors have lots of practical advice for doing so. And the information is presented in an understandable, easy style. How generous of them to share their experience, their war stories - and of course their success stories with us. 4 of 4 people found the following review helpful. **VERY IMPRESSED WITH THEMSELVES** By Steve Sanders This is an excellent book for anyone in sales (as far as the authors are concerned) Then again they did manage to convince me to buy it! I've been in sales for more than ten years and have attended some of the best seminars in the company at my employers expense. I get the impression the only research these two did was attend a few seminars and take tape recorders. There is not one original idea in this book....I'm not sure what planet they think this concept is successful on but it is not earth.... 0 of 0 people found the following review helpful. Brings together the best of Sales and PR techniques By James F. Haggerty As the owner of a PR firm, I've read a lot of sales books and a lot of PR books. This is the first book to bring it all together into a system for sales professionals at every level. Cody and Harte have created a practical tool for sales professionals--regardless of industry or level of experience. I bet anyone who reads this book will find it useful, no matter what they're selling. It's also a great read! Highly recommended!

A groundbreaking approach to selling to your customer's "pain" PR guru Steve Cody and sales consultant Richard Harte team up to bring readers a revolutionary methodology for discovering what customers really need and using that knowledge to build stronger, more profitable relationships with them. The evolutionary next step in the "trusted adviser" approach to selling that has taken the sales world by storm, the system successfully combines public relations strategies with consultative sales techniques in a strategic framework. Among other important lessons, salespeople learn to uncover a client's deepest concerns - "what keeps them up at night" - and to position their products or services in light of those concerns, using message points and other traditional PR tactics to help them successfully sell to the customer's "pain."

From the Back Cover "The Dr.'s of pain have provided a prescription for those who are looking for a cure to their sales ills." --Jerry Kaplan, President, Magazine Group, Meredith Corporation Powerful, provocative, and proven techniques that send your sales figures soaring Want to open doors and win accounts that seemed beyond your reach in the past? What's Keeping Your Customers Up at Night? shows sales reps and executives how to leverage proven public relations techniques to close more deals, increase repeat business, and prosper in good times and bad. It also provides the keys to deepening relationships, up-selling customers, and keeping sales figures up in uncertain times. Following a foolproof, four-step approach, you'll learn how to: Uncover the pain using combined PR audit and sales assessment strategies Enhance the pain using PR-type case studies and sales war stories Sell against the pain through pain-based questioning and message point development Heal the wound by empowering the prospect to move forward with you About the Author Steven Cody is the founder and managing partner of Peppercom, Inc., a top strategy communications firm with offices in New York, San Francisco, and London. Richard Harte, Ph.D., is the president of Harte Associates, a sales and organizational consulting firm. He has designed sales and management training programs for top corporations worldwide.