

[Book] Authentic Selling How To Boost Your Sales Performance Being Yourself

Eventually, you will unquestionably discover a new experience and expertise by spending more cash. still when? attain you put up with that you require to get those all needs similar to having significantly cash? Why dont you attempt to acquire something basic in the beginning? Thats something that will guide you to understand even more in the region of the globe, experience, some places, in the same way as history, amusement, and a lot more?

It is your no question own become old to operate reviewing habit. accompanied by guides you could enjoy now is **authentic selling how to boost your sales performance being yourself** below.

Authentic Selling-Guy Anastaze 2015-10-12 Boost your sales performance by coaching your clients through an authentic, respectful and empathetic journey to success. Be proud of being a seller by taking your life in hand, knowing why you do what you do and taking care of yourself. Focus on the essentials of your life and your sales profession.

Authenticity-Ron Willingham 2014-05-06 Most sales training focuses on getting to know the product, analyzing the market, and identifying the competition, but there is more to sales success than that. Successful selling takes three types of preparation: • The what: knowing the product, the industry, and the competition • The how: applying the knowledge, enhancing social interaction, developing relationships, and dealing with emotional ups and downs • The why: understanding the customer's purpose, intention, values, inner belief boundaries, and self-value Emotional factors are powerful contributors to sales success. In this book, you will go beyond the what to the how and why, and learn whole-being selling—selling that utilizes the head, heart, and soul and brings mental, emotional, and spiritual forces together. in Authenticity, sales expert Ron Willingham shares new discoveries about the deeper causes of sales success or failure, and offers a step-by-step guide to: • Develop stronger client relationships through enhanced social skills • Increase the value you bring to customers (and feel more worthy of success and compensation) • Boost sales by learning and applying the fundamentals of client-focused selling Authentic Selling-George Kao 2018-09-18 This book provides inspiration and step-by-step guidance for small businesses that want to acquire more clients, without resorting to the conventional, pushy sales tactics. Some of what you will learn in this book: * How to describe your services in a way that will resonate with your ideal client * Pricing your services * Practical and service-oriented ways to be discovered by your ideal clients * How to reframe "selling" from a chore to a joyful service

GREAT IDEAS TO Boost Your Buiness-Kirti C. Desai 2009

Work at Home with a Real Online Job-AnnaMaria Bliven 2016-03-02 Find the Job You Want . . . Today! Are you a work at home mom or dad, retiree, or disabled person hoping to earn a little extra to make ends meet? Are you seeking a legitimate, rewarding online job you can do from home? Do you dream of being in charge of your own schedule, income, advancement . . . destiny? If you said yes to any of these questions, this book is for you! In Work at Home with a Real Job Online you can find just the right job, schedule, income, and future with the help of a leading expert in the field of online job success and prosperity, AnnaMaria Bliven. Known as the "Prosperity Princess" by thousands of people she has helped, Bliven has poured her latest and greatest practical, proven-effective insights into this one information-packed (no filler), easy-to-use volume. In these pages you'll find: • Hundreds of real jobs with quality companies at your fingertips! • Pro tips and advice on how to find these jobs, get hired, keep the job you find and advance in it! • Opportunities for people of all ages and stages: teenagers, college students, work at home moms and dads, military veterans, retirees, the disabled, those with background/credit issues, and more. • Positions to match just about any interest, passion, potential, or skill set: game tester, customer service agent, educator, data entry specialist, nurse, medical coding specialist, transcriptionist, translator, interpreter, artist, writer, computer technologist, and many more. Get your copy of Work at Home with a Real Job Online today . . . start working tomorrow!

Selling War-Nicholas John Cull 1996-09-26 "British propaganda brought America to the brink of war, and left it to the Japanese and Hitler to finish the job." So concludes Nicholas Cull in this absorbing study of how the United States was transformed from isolationism to belligerence in the years before the attack on Pearl Harbor. From the moment it realized that all was lost without American aid, the British Government employed a host of persuasive tactics to draw the US to its rescue. With the help of talents as varied as those of matinee idol Leslie Howard, Oxford philosopher Isaiah Berlin and society photographer Cecil Beaton, no section of America remained untouched and no method—from Secret Service intrigue to the publication of horrifying pictures of Nazi atrocities—remained untried. The British sought and won the support of key journalists and broadcasters, including Edward R. Murrow, Dorothy Thompson and Walter Winchell; Hollywood film makers also played a willing part. Cull details these and other propaganda activities, covering the entire range of the British effort. A fascinating story of how a foreign country provoked America's involvement in its greatest war, Selling War will appeal to all those interested in the modern cultural and political history of Britain and the United States.

Consultative Selling-Mack HANAN 2011-03-15 "A major breakthrough in the way goods and services [are] sold. When Mack Hanan speaks, we should all listen—really listen." – Selling Magazine Do you sell products or services? It doesn't matter: What you're really selling is customer profit. You help your customers and clients make profitable business decisions, and you are both rewarded with the fruits of a long-term business relationship. For 40 years, Mack Hanan's Consultative Selling has empowered countless sales professionals to reap maximum success, and the Eighth Edition is here to take them—and you—to the next level, with brand new sections on: Creating a two-tiered sales model to separate consultative sales from commodity sales • Building and using consultative databases for value propositions and proof of performance • Studying your customers' cash flows to win proposals • Using consultative selling strategies on the Web • Coping with—and reversing—the inevitable "no" Consultative Selling is packed with new partnering strategies, cost/benefit analysis templates, detailed monetized value proposition models, outcome-based branding approaches, and powerful consulting tactics that will make your customers' competition—and your own rivals—irrelevant.

Learned Optimism-Martin E. P. Seligman 2006 An authority on cognitive psychology and motivation documents the positive effects of optimism on the quality of life and provides a program of specific exercises designed to break the pessimism habit while developing an optimistic outlook. Reprint. 25,000 first printing.

The authentic history of the United States Steel Corporation-Arundel Cotter 1916

Win-Win Selling: Unlocking Your Power for Profitability by Resolving Objections-Doug Brown 2019-09-26 Objections have been a part of life since humans first began to communicate. The funny thing is, in all that time, most people haven't learned how to handle them. However, objections are nothing to be feared. Doug Brown wrote Win-Win Selling for you to learn how to resolve objections by getting to the heart of the matter - the human aspect. In this book, you will - Get Tools for You to Win Over a Buyer Without an Argument- Discover the Most Important Ingredient for You to Succeed in Sales- Learn How to Resolve Objections While Also Increasing Your Numbers- Explore New Methods for You to Address the Personal Demands of a Buyer- Understand the Behaviorism of the Sale for you to Build Rapport with a Buyer If you have been in business for any length of time, you've encountered an objection or two (thousand!). You have experienced something that instantly opened your eyes to a world of new possibilities. This book will build on that premise - that a world of new possibilities will open up for you when you learn how to handle objections easily in a win-win fashion. You're familiar with the concept of win-win, right? A win-win is where there is a positive outcome for both, and both people want that outcome. What you hold in your hands contains game-changing methods for handling objections. Using these methods will result in higher sales conversions and happier customers - both win-wins. From Bestselling Author Russ Whitney's Foreword: "Most seasoned salespeople will know that when we hear objections like those, it's usually about the money and whether they can afford it, or whether they want to spend it on your product or service. In this book, Doug takes objections and resolution to a whole new level. This is not an ordinary book at all. It takes one of the most important parts of the science of selling and breaks it down in a unique way that will help you to improve your closing ratio and increase your sales in a big way. The other thing I like about this book is that Doug used these very strategies to close me, not only on reading it, but then, writing this foreword. His approach was remarkable; it left me with a good feeling and happy to be a part of this great new approach to handling and resolving objections. Here is one other thing that told me Doug and his new book were onto something: One of my objections with Doug about this book was that it wasn't big enough to be a book. I thought it was more of a special report or a pamphlet. Doug resolved that objection, as well. He explained to me that his goal was not to write a whole book about general sales as most of them are just that. He wanted to focus just on this specialty, which is a thorough understanding and a whole new approach to resolving objections and not overcoming them. Doug, you've produced a work of art here for anyone in the sales profession."

The Story Engine-Kyle Gray 2017-05 "The Story Engine provides your with everything you need to reap the benefits of content marketing. You'll learn how to plan content marketing success early, and how to avoid common pitfalls. We will explore how to build a team to handle time-consuming parts of creation and still feel secure knowing that your content fits your unique brand. All this without breaking your budget"--Back cover. Klout Matters: How to Engage Customers, Boost Your Digital Influence--and Raise Your Klout Score for Success-Gina Carr 2013-10-11 Build Credibility, Get More Business, and Increase Profits with DIGITAL INFLUENCE Strong influence translates to more business--and nothing measures influence like Klout, which has scored more than 100 million people and companies. A high Klout score has become one of the most important business assets today. It can mean the difference between business success and failure. It can affect your job prospects, how your customer service complaints are handled, and whether you're recognized as an expert in your industry. In Klout Matters, two of today's top social media gurus show you how to raise your Klout score and use it to your advantage. Klout Matters offers simple strategies you can begin using right away. It provides step-by-step guidance that will help you rise above the online noise to stand out, build trust, and grow your business. "Terry Brock and Gina Carr show you how to engage with customers in this fast-paced, ever-changing field. Use their proven principles to make your Klout score rise to the top." -- Harvey Mackay, #1 New York Times bestselling author of Swim with the Sharks without Being Eaten Alive "Everyone wants more impact, influence, and recognition. Buy this book and implement the ideas and strategies, so that you go from Klout to significance." --

Jeffrey Gitomer, New York Times bestselling author of The Little Red Book of Selling and 21.5 Unbreakable Laws of Selling

Advertising and Selling- 1923

Sell Local, Think Global-Olga Mizrahi 2014-11-24 "From Nielsen to grilled cheese trucks, this is a hands-on, idea-packed book for business people in search of growth." —SETH GODIN, author of Linchpin After years of sharing her small-business tips and marketing tricks with readers of her popular blog, ChunkOfChange.com, and column in the Long Beach Post, Olga Mizrahi has taken her message to the streets, urging business owners to focus in while reaching out. You'll be excited and motivated to clearly state your difference to the world—and your neighborhood—while confidently selling yourself and your business. Through 50 low-cost, do-it-yourself tips, Sell Local, Think Global will help you: Figure out what makes you and your business truly different. Discover the secrets of "SoLoMo" marketing, both online and off. Spruce up your Web and mobile presence by learning to love analytics. Walk boldly into the future by embracing social media and customer reviews.

Authentic Intellectual Work-Fred M. Newmann 2015-11-14 Equip teachers to provide value beyond school In spite of numerous reforms to improve rigor and relevance in the classroom, our schools have been slow to change. Backed by over 20 years of research, the Authentic Intellectual Work (AIW) framework helps school-based teams improve the quality of instruction, assessment, and curriculum for higher and more equitable student learning. This work provides A research-validated, field-tested framework that can be applied across grades and disciplines A powerful professional learning component that emphasizes teacher collaboration Detailed examples of lessons, assignments, assessment tasks, and student work

Heart and Sell-Shari Levitin 2017-02-20 Are you making it difficult for your potential customers to buy from you? Today's buyers are overloaded – overwhelmed by too much information and suffering from decision fatigue.

Across industries, customers are delaying purchasing decisions or even choosing to stick with the status quo so they can avoid the dreaded "sales process." In response, many sales professionals are overcompensating with behaviors that are either too accommodating or that create high pressure – and alienating potential buyers in the process. How can you reconcile your need to meet sales targets with the customer's desire for a heartfelt, authentic sales approach? Author Shari Levitin, creator of the Third-Level Selling system, offers a dynamic framework for effective selling in the Digital Age. Unlike other sales books that focus on abstract tips or techniques, Heart and Sell offers a science based real-world approach that will help you dramatically increase your sales—regardless of your level or industry. Discover the 7 Key Motivators that influence every decision your customer will make. Learn to align your sales process with how people buy—instead of fighting against it. Harness the power of the Linking Formula to create true urgency. Master the 10 Universal Truths so you can beat your sales quota without losing your soul. Understand the 6 Core Objections and how you can neutralize them. In a market where the right approach is key, Heart and Sell shows you how to blend the new science of selling with the heart of human connection to reach more prospects and consistently close more deals.

The American Stationer and Office Outfitter- 1922

Office Appliances- 1922

American Stationer and Office Manager- 1922

National Association News- 1921

Geyer's Stationer- 1922

Retail Survival of the Fittest: 7 Ways to Future Proof Your Retail Store-Francesca Nicasio 2014-11-21 Retail Survival of the Fittest: 7 Ways to Future-Proof Your Retail Store is a practical guide to modern-day retail success. Learn how to use mobile technology, big data, and other digital tools to improve your brick-and-mortar store and ensure that it is well-equipped to engage and convert today's savvy shoppers. From understanding consumers and boosting customer loyalty to leveraging data and implementing an omnichannel retail strategy, Retail Survival of the Fittest gives you need-to-know lessons on how to adapt to the new and increasingly competitive retail playing field. In addition to providing insights and how-to tips, Retail Survival of the Fittest also introduces you to other successful merchants and shows you exactly what they do to thrive in the modern retail realm. Most important, each chapter comes with a set of action steps to help you implement the tips discussed in the book and enable you to get started on future-proofing your store.

Be: A No-Bullsh*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself-Jessica Zweig 2021-02-16 Build your confidence, increase your value, and make a lasting impact—a brand authenticity expert shares her most powerful secrets. Everyone in marketing is talking "authenticity," Which means making a personal or professional brand should be simpler than ever, right? What could be easier than "being yourself?" Simple? Sure. But easy? Not so much. Why? Because authenticity is unfiltered, unapologetic, and honest. Authenticity owns its imperfections and takes responsibility for mistakes. It shows up on the good and bad days. In short, authenticity feels scary. No wonder we try to brand ourselves as someone else we think will be more appealing than our real selves. Jessica Zweig founded the SimplyBe. agency to revolutionize an authenticity-first approach to branding. With Be: A No-Bullsh*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself, she shares her most powerful secrets for building authenticity, service, and real connection into your winning brand. "I'm opening up the freakin' vault to SimplyBe.'s best-in-class, trademarked methodologies, tools, and frameworks for clearing away everything that's keeping the real you from shining through," she says, including: Branding Reinvented—Forget the hacks and tricks, it's time to learn what personal branding is really about. Embracing Your Sh*t—All that stuff you think you need to hide? That's actually your most important resource! Your Vibe Attracts Your Tribe—Learn to magnetize the people who most want to support you (and they're out there). Your Personal Brand Hologram®—SimplyBe.'s universal framework can crystallize your utterly unique brand platform. The Supernova™—Create winning content with the secret sauce of consistency and clarity. The Pinnacle Content Framework™—Take the stress out of strategy and find the most direct, effective path toward your goals. Getting Social Media Right—Stop chasing trends and learn the 10 sustainable, evergreen principles for online connection. Living Your Brand—Take your authentic personal brand where it matters most: offline and into your relationships, your workplace, and the way you show up in the world. "We are living at an inflection point," says Jessica Zweig. "For any brand—business or personal—the game is no longer about eyeballs, but engagement. No longer about impressions, but impact. Content is no longer king, clarity is. Your best strategy? Service and generosity. Your best solution? Authenticity." Here is a powerful guide for connecting with others, changing lives, and moving the world forward as only you can.

Advertising & Selling- 1921

Advertising & Selling Magazine- 1921

Selling Power- 2005

How I Raised Myself From Failure to Success in Selling-Frank Bettger 2009-11-24 A business classic endorsed by Dale Carnegie, How I Raised Myself from Failure to Success in Selling is for anyone whose job it is to sell. Whether you are selling houses or mutual funds, advertisements or ideas—or anything else—this book is for you. When Frank Bettger was twenty-nine he was a failed insurance salesman. By the time he was forty he owned a country estate and could have retired. What are the selling secrets that turned Bettger's life around from defeat to unparalleled success and fame as one of the highest paid salesmen in America? The answer is inside How I Raised Myself from Failure to Success in Selling. Bettger reveals his personal experiences and explains the foolproof principles that he developed and perfected. He shares instructive anecdotes and step-by-step guidelines on how to develop the style, spirit, and presence of a winning salesperson. No matter what you sell, you will be more efficient and profitable—and more valuable to your company—when you apply Bettger's keen insights on: • The power of enthusiasm • How to conquer fear • The key word for turning a skeptical client into an enthusiastic buyer • The quickest way to win confidence • Seven golden rules for closing a sale The Transparency Sale-Todd Caponi 2020-06-02 The future of sales is radically transparent. Are you ready for it? Today, anyone buying anything relies on reviews and feedback shared by strangers and often trust those anonymously posted experiences more than the claims made by the providers of the products or services themselves. They expect to see the full picture and find out all of the pros and cons before making any purchase. And the larger the purchase, the greater the demand for transparency. What if the key to selling was to do exactly the opposite of what most sales courses tell you to do? It may be hard to imagine, but something as counterintuitive as leading with your flaws can result in faster sales cycles, increased win rates, and makes competing with you almost impossible. Leveraging transparency and vulnerability in your presentations and your negotiations leads to faster buyer consensus, larger deals, faster payments, longer commitments and more predictable sales forecasts. In this groundbreaking book, award winning sales leader Todd Caponi will reveal his hard-earned secrets for engaging potential buyers with unexpected honesty and understanding the buying brain to get the deal you want, while delighting your customer with the experience.

Authenticating Ethnic Tourism-Philip Feifan Xie 2011 This book represents a shifting of emphasis away from the discourse of authenticity to the process of authenticating ethnic tourism. It focuses upon what authentication is, how it works, who is involved, and what the problems are in the process. By using the study of folk villages on Hainan Island, China, the book suggests that authenticity evolves from a static into a more dynamic concept, which can be formulated according to the different stages of development relating to all the stakeholders involved. Authentication is an interactive process in which a balance of forces defines a state of equilibrium. The book uncovers some interesting findings that will significantly contribute to the literature on ethnic tourism in developing areas. "Finally, here is a way to move beyond old debates about authenticity in tourism studies, with a pragmatic, useful approach for analyzing 'authentication' processes. Xie's models of stakeholders' interactions

and the paradoxes encountered in ethnic tourism development have worldwide application for academics and stakeholders themselves."Margaret Swain, University of California, USA

Joyful Productivity-George Kao 2018-03-16 "You will find no better teacher of mindful productivity than George Kao. With this book, Joyful Productivity, George has assembled his best lessons to boost your output, and provided a roadmap to experience more presence and pleasure in your work and life." -- Taylor Jacobson, Founder of Focusmate

George Kao has been running a successful solopreneur business for 10 years, doing every part of his business -- while working with balance, joy, and fulfillment. In this book, you will learn the most important lessons and tools he's discovered in his decade of implementing joyful productivity into his life, and coaching hundreds of clients to do the same. It's not about hustle. It's about joyful productivity, which brings focus and creativity in a way that is personally balanced and sustainable. You can see George's own practices of joyful productivity by observing his content on his Facebook Page: www.facebook.com/GeorgeKaoCommunity Enjoy the book!

Billboard- 1957-01-19 In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Be Assertive! Be Your Authentic Self!-Sharon Galor 2015-07-24 How many times have you told yourself quit being such a PUSHOVER and stand up for what you really think and believe? Why don't you just speak up already? Are you fed up with pleasing others or settling for what you get instead of going for what you really want and need? Can you imagine how freeing and amazing it would be to get your power back and daring to be who you genuinely are? Are you looking for a straightforward and easy way to improve your self-esteem, reduce your self-criticism, feel better about yourself and have a healthier and happier life? If it sounds familiar then I urge you to keep reading. You are about to discover Be Assertive! Be your authentic self! This is not another book that gives you a plaster to put on the problem. This is a clear-cut cognitive behavioural therapy workbook that will help you become a more empowered and assertive individual, as well as, strengthen your self-esteem. It confronts the issue head on, asks you hard questions and reveals the true core source of your unassertiveness. By identifying and understanding the key psychological barriers that prevent you from acting assertively, challenging them directly and applying the newly learned strategies, you will be able to achieve permanent solutions. It will take all of motivation, energy, courage and hard work to create a change in your life but it is indisputably worth it. You may ask yourself: What are the Benefits of reading Be Assertive! Be your authentic self!?

- 1.Developing practical and constructive strategies/skills that will improve your communication style, recapture a sense of control over your life and help you cope better with difficult situations in the present and the future.
- 2.Being able to communicate and express your own authentic unique self.
- 3.The dismantling of your inner bully and self-defeating behaviours will help you achieve your potential and a happier and more fulfilled life.
- 4.Learning to challenge your daily negative thoughts will change and improve your emotions, behaviours, physical and psychological well- being and add balance to your life.
- 5.The strengthening and the enhancement of your awareness of your personal strengths, as well as, changing the way you think about yourself and others will enable you to achieve personal growth.
- 6.Attaining a better understanding and acceptance of yourself.
- 7.Bonus- introducing self-compassion to your life

This is your chance to live the life you truly desire and deserve. Go for it! and Buy your copy now!

Ride the Horses, Feed the Lions-William D Hatch 2019-02 Are you an authentic people-person who loves to sell with integrity? Then you are a stylistic salesperson. These salespeople, referred to in William D. Hatch's latest book as Horses and Lions, will take sales from average to great when they are given the freedom and support they need to really sell. Whether you are a salesperson, a sales manager, or are responsible for new hires, being able to recognize and cultivate these top sellers can boost your career and grow your business in unimaginable ways. They can also be tough to manage, protective of their selling style, and somewhat mysterious. But they can sell! Through the life of the author, you will learn what a stylistic salesperson is, why they are important to you and your team, and how to work effectively with them, even the toughest cases, the Lions. Like most things, learning how to manage stylistic salespeople is on-the-job training. Each one is like a book with something unique on each page. Don't rush. Listen to the stories they tell. Watch, learn, and have fun! Ride the Horses, Feed the Lions is a handbook for those who want to be, hire, and manage stylistic salespeople. Get to know them personally; they're the thoroughbreds of your sales team. Don't rein them in right out of the gate. Let them set their own pace. Be on their team so they're on yours.

Advertising & Selling- 1937-11

The Art of Communication-Judy Apps 2019-04-01 Bring nuance, depth, and meaning to every conversation you have

The Art of Communication is for anyone who senses that they could be communicating on a deeper level. Perhaps you are a confident communicator but suspect there may be more to the art of conversation that you have not yet been able to access. Or perhaps you feel that your conversations lack depth and meaning and that you'd like to enrich your relationships with others, if only you knew how. This book will address your concerns and show

you how to engage wholeheartedly with others. There's more to conversation than just clear, rational thinking. Left-brain rationality is important, of course, but neuroscience increasingly shows that the right-brain skills of creativity, intuition and spontaneity are essential in good communication. In this guide, you'll discover ways of tapping into the full conversational potential that lies dormant within you, adding a level of nuance and watching the result as your relationships blossom. You may even find that untapped value in the form of new insights, ideas and creative thoughts, emerges from your daily conversations. Access the more nuanced arts of conversation to create strong connections and tangible results

Build cross-disciplinary, cross-cultural connections to communicate effectively with people from different backgrounds

Activate your whole mind — not just your intellect — to bring creativity and depth to communication

Learn to be open-hearted, spontaneous, vulnerable, intuitive, and captivating in every conversation you hold

From communication guru and bestselling author Judy Apps, The Art of Communication will show you how to breathe life into your relationships and produce powerful new thinking enabling you to transform the world you live in.

Outrageous Authenticity-Leigh Brown (Realtor) 2016-01-29 A book aimed at improving the effectiveness of sales personnel. She urges them to bring their authentic selves to the table and start to reorganize their sales program to bring honesty and knowledge to their career. She also gives tips on using modern technology in selling, such as using social media.

Rehumanize Your Business-Ethan Beute 2019-04-08 Accelerate sales and improve customer experience

Every day, most working professionals entrust their most important messages to a form of communication that doesn't build trust, provide differentiation, or communicate clearly enough. It's easy to point to the sheer volume of emails, text messages, voicemails, and even social messaging as the problem that reduces our reply rates and diminishes our effectiveness. But the faceless nature of that communication is also to blame. Rehumanize Your Business explains how to dramatically improve relationships and results with your customers, prospects, employees, and recruits by adding personal videos to emails, text messages, and social messages. It explains the what, why, and how behind this new movement toward simple, authentic videos—and when to replace some of your plain, typed-out communication with webcam and smartphone recordings.

- Restore face-to-face communication for clarity and connection
- Add a personal, human touch to your emails and other messages
- Meet people who've sent thousands of videos
- Learn to implement your own video habit in an easy, time-saving way
- Boost your replies, appointments, conversion, referrals, and results dramatically

If you're ready to influence, teach, sell, or serve in a more personal way, Rehumanize Your Business is your guide.

Consultations That Convert-Liz Wendling 2017-01-20 The traditional techniques that enabled attorneys to prosper in the past are no longer adequate in today's business environment. Attorneys who will excel in the new business climate are those who understand that the old ways of lead generation and conversion, networking, and sales and marketing won't work like they used to. Business, as usual, is over. Regardless of whether you accept it, the consumer, the economy, and the business environment have changed forever. The landscape has become more competitive, sophisticated, and more technology-oriented than ever before. The old-school ways of the past have been replaced with more progressive and innovative strategies that today's sophisticated and experienced consumers not only appreciate, they also notice. If the rest of the world is evolving in response to consumers becoming more well-informed and Internet-savvy, it is in your best interests to evolve as well, or you may face extinction.

The Business Week- 2007-03

Ignore Your Customers (and They'll Go Away)-Micah Solomon 2020-01-14 Discover how to create exceptional customer service and a superior customer experience, learning from the greatest companies of our time. When it comes to delivering great customer service and customer experience, many companies miss the mark. But there's no reason this should include you and your company. Ignore Your Customers (and They'll Go Away) spells out, step by step, how to craft a customer service culture and customer experience so powerful that they'll transform your organization and boost your company's bottom line. You'll enjoy inspirational, often hilarious, tales from the trenches as author Micah Solomon, one of the world's best-known customer service consultants, relates hands-on adventures about assessing and improving customer service in various industries. You'll spend time behind the scenes with Zappos CEO Tony Hsieh and discover how the company delivers "wow" customer service. From Richard Branson, you'll learn how Virgin brands deliver authentic customer service (avoiding what Branson calls "Stepford Customer Service") and Branson's secrets for turning social media attackers into brand promoters. Drawing on a wealth of stories personally assembled from today's most innovative and successful companies, including Amazon, Cleveland Clinic, Drybar, USAA Insurance, and The Ritz-Carlton Hotel Company, Solomon reveals what it takes to turn a ho-hum customer interaction into one that drives customer engagement and lifelong loyalty.