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Selling The Invisible Harry Beckwith

Do you hire an accountant to do your taxes or fill out the forms yourself? As Harry Beckwith says in Selling the Invisible, the "prospect faces three options: using your service, doing it themselves, ...

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Books by Harry Beckwith and Complete Book Reviews

Such ruthless finishing moves may be the selling point here, but it's the more nuts-and-bolts backstory that matters if the studio hopes to build a fresh film franchise around the property.

New Movies to Watch This Week: Pixar's 'Luca,' 'Hitman's Wife's Bodyguard,' 'The Sparks Brothers'

Do you hire an accountant to do your taxes or fill out the forms yourself? As Harry Beckwith says in *Selling the Invisible*, the "prospect faces three options: using your service, doing it themselves, ...

SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. SELLING THE INVISIBLE covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free, accessible style, such as: Greatness May Get You Nowhere Focus Groups Don'ts The More You Say, the Less People Hear & Seeing the Forest Around the Falling Trees.

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In You, Inc. Beckwith provides practical tips, anecdotes and insights based on his 30 years of marketing and selling his advertising services. Beckwith learned early on in his career that no matter what product you're selling, the most important component of the product is you. In You, Inc.: A Field Guide to Selling Yourself, Beckwith relates tantalizing tidbits and real stories of how to harness your enthusiasm with an ability to impress your key accounts. Written in his traditional homespun style, Beckwith offers doses of humour and pithy knowledge to anyone

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who wants to seal the deal and thrive in business.

This guide shows how markets work and how prospective clients think. It delivers business wisdom aimed at keeping clients by utilising the keys to modern marketing - price, brand, packaging and relationships.

What do Howard Hughes and 50 Cent have in common, and what do they tell us about Americans and our desires? Why did Sean Connery stop wearing a toupee, and what does this tell us about American customers for any product? What one thing did the Beatles, Malcolm Gladwell and Nike all notice about Americans that helped them win us over? Which uniquely American traits may explain the plights of Krispy Kreme, Ford, and GM, and the risks faced by Starbuck's? Why, after every other plea failed, did "Click It or Ticket" get people to buy the idea of fastening their seat belts? To paraphrase Don Draper's character on the hit show Mad Men, "What do people want?" What is the new American psyche, and how do America's shrewdest marketers tap it? Drawing from dozens of disciplines, the internationally acclaimed marketing expert Harry Beckwith answers these questions with some surprising, even startling, truths and discoveries about what motivates us.

Harry Beckwith is the author of *Selling the Invisible* and *The Invisible Touch*, both marketing classics. Now he applies his unparalleled clarity, insight, humor, and expertise to a new age of mass communication and mass confusion. *What Clients Love* will help you stand out from the crowd-and sell anything to anyone. From making a pitch to building a brand, from designing a

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logo to closing a sale, this is a field guide to take with you to the front lines of today's business battles. Filled with real tales of success and failure, it shows you how to: Fly a Jefferson Airplane. Everyone knows there's a Jefferson Monument, but a Jefferson Airplane? A brilliant, attention-grabbing name often includes the unexpected and the absurd. Strike with a Velvet Sledgehammer. It's not a hard sell. It's not exactly soft. Selling well means finding the fine line between modesty and bragging, and driving the message home. Speak to the Frenchman on the Street. A French mathematician believed that no theory was complete until you could explain it to the first person you meet on the street. Marketers, *écoutez!* Dress Julia Roberts. Why, one scene from *Pretty Woman* can enlighten you more than a full year of study at a top business school. What Clients Love will help you get focused, stay focused, and follow the essential rules to success-by doing the little things right and the big things even better.

You can't touch, hear, or see your company's most important products... So how do you sell, develop, make them grow? That's the problem with services. This "phenomenal" book, as one reviewer called it, answers that question with insights on how markets work and how prospects think. A treasury of hundreds of quick, practical, and easy-to-read strategies-few are more than a page long-Selling the Invisible will open your eyes to new ideas in this crucial branch of marketing, including: * Why focus groups, value-price positioning, discount pricing, and being the best usually fail * The critical emotion that most influences your prospects-and how to deal with it * The vital role of vividness, focus, "anchors," and stereotypes * The importance of Halo, Cocktail Party, and Lake Wobegon Effects * Marketing lessons from black holes, grocery lists, the Hearsay Rule, and the fame of the Matterhorn * Dozens of proven yet consistently over-

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looked ideas for research, presentations, publicity, advertising, and client retention ...and much more. Based on the author's twenty-five years of experience with thousands of business professionals, this book delivers its wisdom with unforgettable and often surprising examples—from Federal Express, Citicorp, and a growing Greek travel agency...to an ingenious baby-sitter, Fran Lebowitz, and the colors of oranges and lemons. The first guide of its kind and a book already causing a sensation in the business community, *Selling the Invisible* will help anyone marketing a service, a product, or a career. Read it, and you almost certainly will understand why two advance reviewers call it the best book on business ever written.

An innovative approach to winning more profitable sales in the growing professional services industry In recent years, professional services providers have had to rethink their sales methods and adapt to profound changes in the way clients buy services. In response, *Winning the Professional Services Sale* argues for fundamental changes in the seller's mindset and sales strategies. Rather than pressing the sale, salespeople must help clients buy—the way that works best for each client. This new approach gives buyers what they now want in a services seller: a consultative problem solver, change agent, and solution integrator, all rolled into one. Author Michael McLaughlin presents a strategy for winning new business with a holistic approach to each client relationship. Only by fully understanding a sale from every angle, including its impact on the client's business and career, can salespeople thrive in the new era of the service economy.

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