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Unselling: stop selling, start connecting Scott Stratten, Alison Kramer. 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.

Unselling: stop selling, start connecting | Scott Stratten ...

Unselling : stop selling, start connecting. [Scott Stratten] -- 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.

Unselling : stop selling, start connecting (eBook, 2014 ...

My advice on how to "stop selling and start connecting" is to focus on the interesting, valuable facts, and impart them in the most engaging way possible. You'll know that you've crossed the line...

Council Post: Stop Selling And Start Connecting: Seven ...

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Want to Make a Deal? Stop Selling and Start Connecting ...

Stop selling, start connecting By Tod Loofbourrow - 20 November 2018 21:23pm How does a brand simultaneously enrage some American consumers while driving an increase in sales among others? The...

Stop selling, start connecting | The Drum

It's connection. Replace the word 'marketing' with the word 'connecting.' Resonate with people before, during and after their experience, but PLEASE stop marketing your sale. Sell who you are. Sell what you believe and differentiate yourself from everyone else who's safely able to get people to the ground just as you do. Inspire people.

Stop Selling, Start Connecting - DropZone Marketing

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 : stop selling, start connecting / Scott ...

Stop Selling And Start Connecting [Part 2 of 2] Mark J. Carter March 1, 2017 Comments (0) In part two of this this interview social media speaker, author and agency CEO Neal Schaffer discusses why initial outreach on social media often fails and how to successfully reach out to people to find the prospecting gold you're looking for.

Stop Selling And Start Connecting [Part 2 of 2] | Nimble Blog

Stop selling, start connecting by Hospitality Business September 19, 2014. Today's consumer hates being sold to - building genuine relationships with customers is where growing businesses are going. So says consumer guru Jack Delosa, speaking at Hospitality New Zealand's annual conference today.

Stop selling, start connecting - Hospitality Business

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.

UnSelling: The New Customer Experience [Book]

Title / Author Type Language Date / Edition Publication; 1. Unselling : stop selling, start connecting: 1.

Formats and Editions of Unselling : stop selling, start ...

Similar Items. Unselling : stop selling, start connecting / by: Stratten, Scott. Published: (2014) Nonstop sales boom : powerful strategies to drive consistent sales growth year after year / by: Francis, Colleen, 1970- Published: (2014) Neuro-sell : how neuroscience can power your sales success / by: Hazeldine, Simon.

Description: Unselling

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. 60 percent of a purchasing decision is made before a customer even contacts you.

UnSelling: The New Customer Experience: Stratten, Scott ...

Stop Selling and Start Connecting. August 29, 2019 | Posted in Best Practices. Source: Entrepreneur.com. ABC. Always be closing. Everyone in sales has heard that line. It's taken as truth in the sales world. But here's the thing: It's completely wrong. In fact, the "always be closing" approach to sales is the enemy of persuasion.

Stop Selling and Start Connecting | Rural Lifestyle Dealer

The Unselling concept is all about adding value, and the idea that your goal shouldn't be to sell to your customers - it should be to help them. By putting the individual needs of each of your Unselling is an interesting one - most non-fiction marketing books have some personality to them, but none of them have as much as this.

UnSelling: The New Customer Experience by Scott Stratten

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Staff View: Unselling

Unselling is about sales and how the rules of selling have fundamentally changed. After two fun books on the good, the bad, and the ugly of social media and customer service, Scott Stratten and Alison Kramer have given us a great and insightful book on taking the pulse of our customers and where our businesses should be aiming.

UnSelling: The New Customer Experience eBook: Stratten ...

Get your hands on Scott's new book Unmarketing - Stop Marketing, Start Engaging; Check out Unmarketing.com to stay up to date; Keep in touch with Scott by hitting up his Facebook page or send him a tweet; Pre-order your copy of his book Unselling - Stop Selling, Start Connecting launching September 29, 2014

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