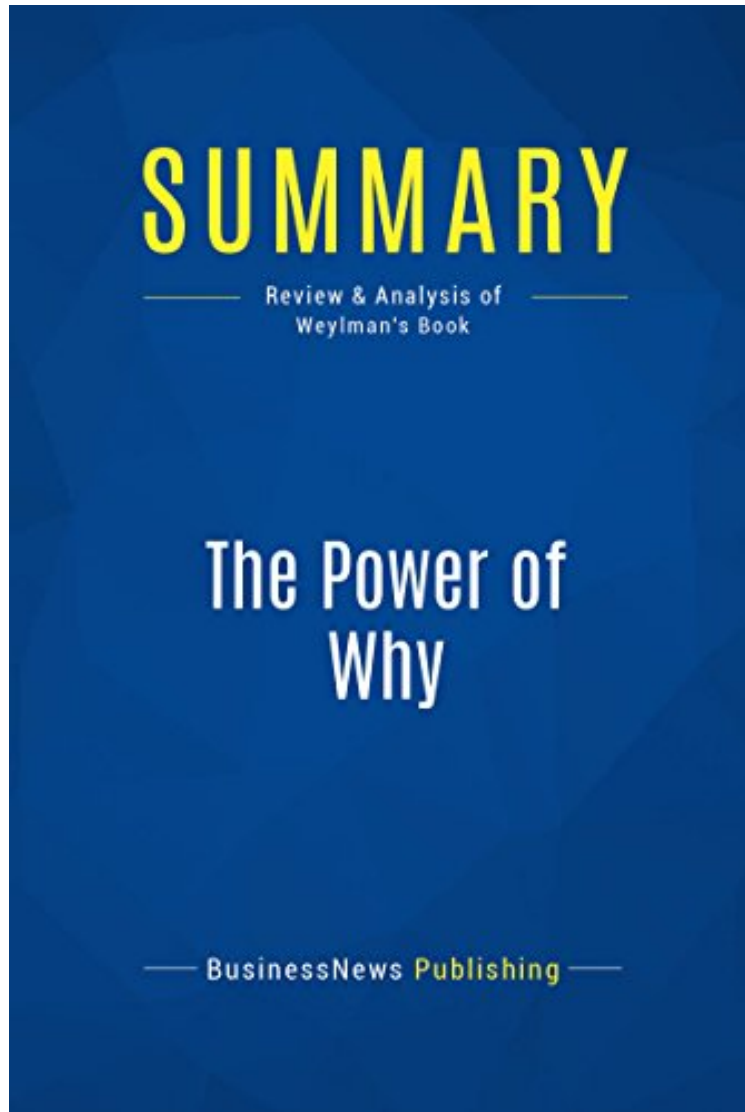


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The must-read summary of C. Richard Weylman's book: "The Power of Why: Breaking Out in a Competitive Marketplace". This complete summary of the ideas from C. Richard Weylman's book "The Power of Why" shows that

the conventional approach to selling was developing a Unique Selling Proposition. In this book, the author suggests that a better idea would be to develop a Unique Value Promise instead, which articulates the value, personal benefits and the clear outcomes that customers will accomplish by doing business with you. This summary explains how you can apply this approach and the benefits it could bring for your business. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your selling skills** To learn more, read "The Power of Why" and discover the new approach to selling that is sure to boost your chances of success.