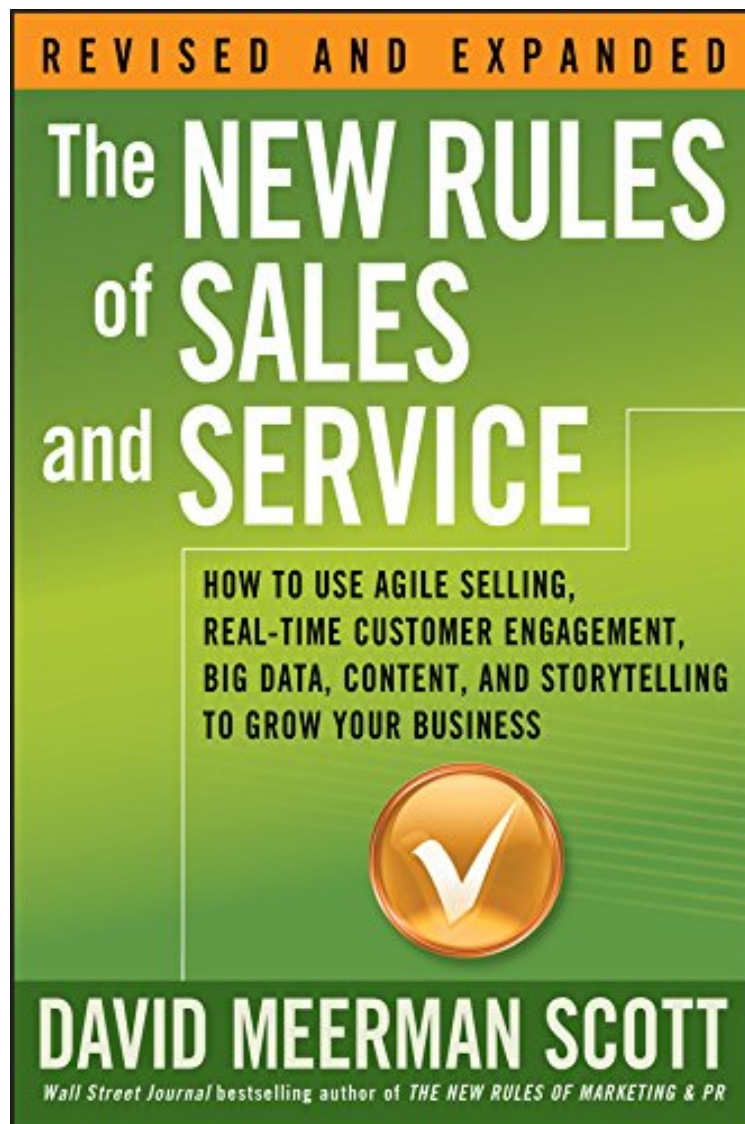


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The New Rules of Sales and Service: How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content, and Storytelling to Grow Your Business

David Meerman Scott

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David Meerman Scott : The New Rules of Sales and Service: How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content, and Storytelling to Grow Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Rules of Sales and Service: How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content, and Storytelling to Grow Your Business:

0 of 0 people found the following review helpful. The role of story and content in sales and serviceBy Anne JanzerThis book isn't just about sales or services - it's about how the divisions between sales, service and marketing are falling by the wayside in today's connected world. Authentic storytelling, meaningful content, and real-time engagement belong to all parts of the business. Putting Sales or Customer Service into separate worlds doesn't work. David Meerman Scott is, once again, an advocate for the customer in the business relationship.1 of 1 people found the following review helpful. A Must Read to Understand the New Age of Sales MarketingBy Ellen ToayIf you are interested in learning how to get the sales and marketing departments of your company on the same page in this age of digital marketing, this book is a must. Not only have I read the book several times (and plan to continue using it for reference) but gave it to my son-in-law (who is becoming a very successful business consultant in his own right) the book for his birthday last month. I felt it could add some insight from the angle of how the the two departments should be working together now that the consumer has taken control of sales process. A wealth of information.0 of 0 people found the following review helpful. Great readBy Donna G. McCurleyThis is my first David Scott book and I must admit- I'm officially a fan. I appreciated his candid approach on topics- it's no longer a sellers playground, we have to come to the table with insight and meet buyers where they are in their decision making process.My biggest take- away was the focus on storytelling. If you have identified your buying persona correctly then you'll absolutely know how your story will resonate with them.Donna Mccurley

The essential roadmap for the new realities of selling when buyers are in charge Sales and service are being radically redefined by the biggest communications revolution in human history. Today buyers are in charge! There is no more 'selling'—there is only buying. When potential customers have near perfect information on the web, it means salespeople must transform from authority to consultant, product narratives must tell a story, and businesses must be agile enough to respond before opportunity is lost. The New Rules of Sales and Service demystifies the new digital commercial landscape and shows you how to stay ahead of the pack. Companies large and small are revolutionizing the way business gets done, and this book takes you inside the new methods and strategies that are critical to success in the modern market. Real-world examples illustrate the new marketplace in action, and demonstrate the brilliant utility of taking a new look at your customer and your business. This new edition has been updated to reflect the current reality of this rapidly-evolving sphere, with fresh strategies, new tools, and new stories. Whether you're an independent contractor, a multi-national corporation, a start-up, or a nonprofit, this book is your essential guide to navigating the new digital marketplace. nbsp;David Meerman Scott provides up-to-the-minute analysis of the current state of the digital commercial landscape, plus expert guidance toward the concepts, strategies, and tools that every business needs now. Among the topics covered in detail: Why the old rules of sales and service no longer work in an always-on world The new sales cycle and how informative Web content drives the buying process Providing agile, real-time sales and service 24/7 without letting it rule your life The importance of defining and understanding the buyer personas How agile customer service retains existing clients and expands new business Why content-rich websites motivate interest, establish authority, and drive sales How social media is transforming the role of salesperson into valued consultant Because buyers are better informed, and come armed with more choices and opportunities than ever before, everything about sales has changed. Salespeople must adapt because the digital economy has turned the old model on its head, and those who don't keep up will be left behind. The New Rules of Sales and Service is required reading for anyone wanting to stay ahead of the game and grow business now.

From the Inside FlapSales and service are being radically redefined by the biggest communications revolution in human history. In today's technology-driven world, online content can be targeted to reach and win buyers one at a time, thus replacing yesterday's outdated, scattershot approach to sales and service. The New Rules of Sales and Service reveals how savvy businesspeople can apply the "new rules" to reach their customers directly—and watch their profits soar. In The New Rules of Sales and Service—the highly anticipated follow-up to the bestselling The New Rules of Marketing PR—David Meerman Scott details the proven strategies and tools that business leaders can use to connect effectively with their customers and grow their organizations. Written in the author's winning style, the book explores the New Rules of Sales and Service: Authentic story-telling sets the tone with content as the link between companies and customers. Big data enables a more scientific approach to sales and service. Agile selling brings new business to a company, and real-time engagement keeps customers happy. Using illustrative examples from a variety of thriving companies, Scott shows how to create authentic and effective stories that are aligned with the needs of the buyer. Once a company's employees are infused with a compelling story—a corporate narrative that is defined by the CEO—then those employees have the means and the understanding to connect their customers instantly. In addition, Scott offers strategies for creating real-time engagement with customers that service staff can easily adopt and includes ideas for establishing agile sales techniques. He also offers suggestions for developing clear and effective content that drives people to engage and do business with you. The New Rules of Sales and Service includes a wealth of ideas and tips for leveraging social media in order to build a personal brand and a company's business. For those who are nervous about adopting the new

rules, the book addresses these fears and reveals the many ways it is possible to strike a productive digital balance. Step by step, *The New Rules of Sales and Service* shows how to make the transition from the old ways of selling and servicing clients to the new realities now defining how people buy and do business.

From the Back Cover
THE UPDATED AND EXPANDED APPROACH TO SALES AND SERVICE IN A REAL-TIME WORLD

Since bestselling author David Meerman Scott demystified selling in our digital world in *The New Rules of Sales and Service*, the marketplace has vaulted forward requiring the new rules to be extensively rewritten in this Revised and Expanded edition. Armed with real-time information and more choices than ever before, customers are now in charge of the buying process. Scott's groundbreaking guide looks at why the old ways of selling and servicing customers don't work in a 24x7 real-time world and he lays out a toolbox of proven strategies and techniques for reaching new customers, generating sales leads, and growing business. With new, fresh, in-depth examples of success, you will learn how leading companies are implementing the latest agile selling and real-time social customer service strategies. *The New Rules of Sales and Service* is an inspiring guide for anyone who doesn't want to be left behind in the radically changing landscape of sales and service.

PRAISE FOR DAVID MEERMAN SCOTT AND HIS BOOKS "Like all the best teachers, this book inspires you to do your own thinking in your own way...enlightening and liberating." *The Financial Times* "One of those select few people who saw and understood the social media phenomenon as it began." *Forbes* "A fresh take." *NBC* "Gets it right." *New York Times Magazine* "Lessons that should resonate." *Entrepreneur*

About the Author **DAVID MEERMAN SCOTT** is the author of ten books including *The New Rules of Marketing and PR*, *Marketing Lessons from the Grateful Dead*, and *Newsjacking*. His books open people's eyes to the new realities of sales, marketing, and public relations. David's popular blog, advisory work with fast-growing companies, and hundreds of speaking engagements around the world give him a singular perspective on how businesses are reaching buyers directly and in real time.