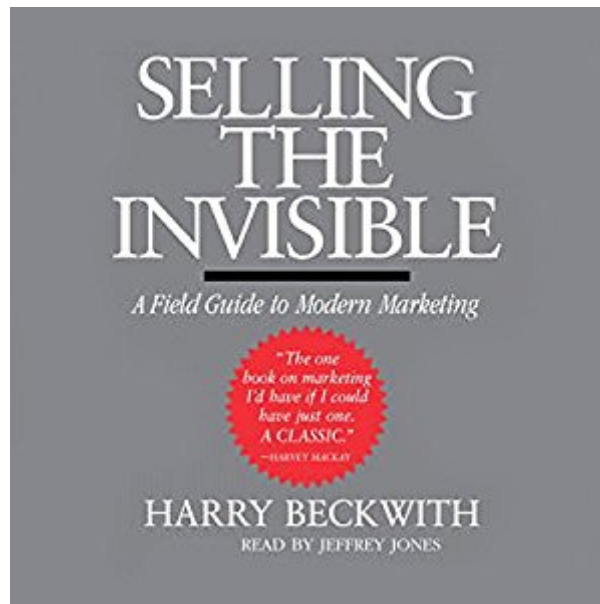


The book was found

Selling The Invisible: A Field Guide To Modern Marketing



Synopsis

You have a unique marketing challenge. You can't touch, hear, or see your company's most important products - services. How do you sell them, develop them and make your business grow? Discover the secrets to Selling the Invisible in this first book to address the millions of people who work in "service economy." Harry Beckwith's 25 years of experience have resulted in this invaluable treasury of hundreds of quick, practical and easy-to-remember strategies which will help you to master this crucial branch of marketing. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

There are several hundred books available on the market about selling. Most of these books are based on tangible products, something the consumer can see, feel and receive an almost immediate satisfaction after the purchase. This book is one of the few available about selling services. When a consumer purchases a service from you or your company, they are paying for your promise to deliver something in the future. This is especially true in the world of finance and insurance industry. A financial advisor sells a fund and the buyer expects to receive x amount of interest on his investment at a later date. In the insurance industry, a client buys an automobile insurance policy but will probably never see the benefits of the insurance policy until he or she has an accident. How do you sell something that has no immediate benefit to the client? Read "Selling the Invisible". There are twelve very easy to read chapters with many short examples (lacking a little bit on the proof side). I do believe it is an excellent book but it is too North American oriented to be

carried over one to one for european, asian or middle-eastern markets. There will have to be a few cosmetic adjustments made to be able to adapt to other markets but it is still a catalyst to start doing things differently. The chapters and some of the main messages of those I received from the author Harry Beckwith: Planning - 1.) Accept the limitations of planning 2.) Don't value planning for its result; the plan 3.) Don't plan your future plan your people. 4.) Do it now. The business obituary pages are filled with planners who waited. 5.) Beware of focus groups; they focus on today and planning is about tomorrow. 6.) Don't let the perfect ruin good. 7.) Don't look to experts for all your answers.

Ra-ra books are those kinds of books that are full of good(?) intentions and motivational speech ("you can do it", "yeah", "believe", "position", "improve your service"), but then offer no practical advice on how exactly to achieve these goals. I am the owner of a small service (training) business, so I read these kinds of books not for personal enjoyment, career advancement or writing reviews, but to find insight about how to improve my business. This book conveyed no additional information and when reading it I had a strange déjà-vu feeling that many fragments and anecdotes I had already read before. What is worse, the book is filled with anecdotal evidence - someone did that and succeeded, someone didn't and failed; anecdotal evidence, however, is even worse than no evidence, since you don't know the context, the economy, the market and all the conditions that influenced the outcome. Nowadays you can find anecdotal "evidence" to support just about anything. For example, some of the world's oldest men and women are habitual smokers, but surely this does not mean that you should smoke as much as you can to live a hundred years. There are no statistics, no research (the author even tells in one of the so-called fallacies to distrust everything that begins with "the research shows") no proof whatsoever of anything. Compare this to books like Cialdini's "Influence" or Caples' "Tested Advertising Methods". The chapters are one or two page anecdotes ending each one with a supposedly profound moral. For example, "when choosing a name, choose one that sounds well", "find out what clients are really buying", "planning is an imprecise art". No advice is given, however, about what makes a name sound well, how to exactly find what clients are really buying, etc.

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