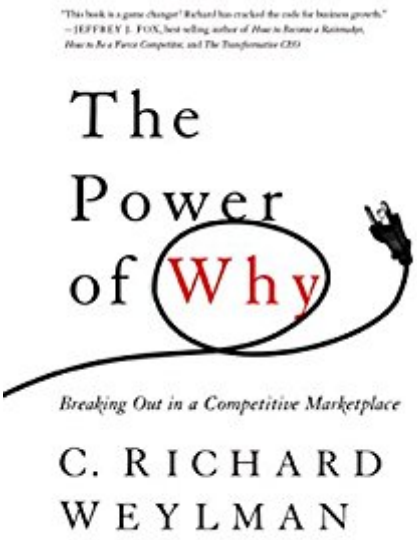
Ebook Directory
the best source of ebook

The book was found

The Power Of Why: Breaking Out In A Competitive Marketplace



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Does your competitor always get the sale, even though your products and service are just as good, if not better? Why are some companiesÃ¢â ¬â„¢ once-trusted brands now deemed worthless? Do you have to continually sell to your existing customers as though they are brand new ones?After many years of diligent research and work with a wide range of clients, consultant and speaker C. Richard Weylman has the answer to these questions. Customers donÃ¢â ¬â„¢t care if a business is different or that its products are unusual. Trumpeting achievements such as Ã¢â ¬Å“We were voted #1 again,Ã¢â ¬Â• Ã¢â ¬Å“Rated best service three years running,Ã¢â ¬Â• or Ã¢â ¬Å“WeÃ¢â ¬â„¢re experiencedÃ¢â ¬Â• doesnÃ¢â ¬â„¢t engage buyers emotionally. It is seller-centric thinking in a buyer-centric world.When customers decide where to buy, they have one thing in mind: Why should I do business with this company? Will it solve my problem, today? Buyers want to do business with companies willing to make a customer-centric promise of expected outcome: up-front and unconditional. This isnÃ¢â ¬â„¢t just a slogan; it has to be in the companyÃ¢â ¬â„¢s DNA, consistently delivered through all parts of the organization.The Power of Why shows readers how to elevate their business performance regardless of their situation or position. Offering the same actionable, hands-on strategies Weylman has used to help companies of all sizes grow in the toughest conditions, The Power of Why is the new manual for business survival and growth.

Book Information

File Size: 2482 KB

Print Length: 178 pages

Publisher: Publishing; 1 edition (April 23, 2013)

Publication Date: April 23, 2013

Sold by:Ã Â Digital Services LLC

Language: English

ASIN: B00AQMH0FU

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #27,171 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #4 inÃ Â Kindle Store > Kindle eBooks > Business & Money > Industries > Customer Relations #11 inÃ Â Books > Business & Money > Marketing & Sales > Marketing > Product Management #31 inÃ Â Books > Business & Money > Marketing & Sales > Customer Service

Customer Reviews

The book is a glorified sales pitch for the author’s consulting services. I got nothing valuable out of it.

NO MATTER what service or products you sell, the market place is crowded with alternatives to your offering.The goal of this book is to improve the performance of you company as well as amplify your presence in your marketÃƒÂ¢Ã â ¬Ã â„¢s consciousness. The model is applicable to all manner of businesses, and the book is a six-step guide to the process.The title, the Power of Why, refers to the starting point of the method - why are your customers buying from you? Typical answers are that you were first to market; you have the lowest prices, the best distribution, and so on.Other starting questions include: why are your customers shopping around ÃƒÂ¢Ã â ¬Ã â œ are they ÃƒÂ¢Ã â ¬Ã Å“loyalty neutralÃƒÂ¢Ã â ¬Ã Â•? Why are your competitors winning more business?The challenge, Weylman explains, is ÃƒÂ¢Ã â ¬Ã Å“how to reach, capture, and keep this type of customer whom I define as ’delighted advocates’."Based on years of research and as many in consulting to companies, Weylman has concluded that the mistake most companies make is rooted in their unique selling proposition (USP). They primarily promote the company from their perspective, not from that of the customer.Think of how many businesses promote themselves in this way: ÃƒÂ¢Ã â ¬Ã Å“We provide unique website designs.ÃƒÂ¢Ã â ¬Ã Â• ÃƒÂ¢Ã â ¬Ã Å“We were voted number 1 again!ÃƒÂ¢Ã â ¬Ã Â• These are examples of being business- or product-centric, and not customer-centric.Being heard and accepted in this noisy, crowded, ever-changing marketplace has never been harder. To the customer most businesses in the market look, sound, and act the same.What you do or who you are or how you do it is not the answer to the most important question a business needs to ask. Rather the question is: why would people want to do business with our company rather than another?The alternative to the USP is the UVP ÃƒÂ¢Ã â ¬Ã â œ the unique value promise. When customers are deciding to buy, they have one focus: they want to know how doing business with you will be good for them.The UVP is focused on emotional meaning, personal benefit, and clear customer outcomes that will capture and keep customers.What consumers seek is very different now. Weylman has concluded that customers

want a business that ÃƒÂ¢Ã â ¬Ã Å“believes so strongly in what it can provide that itÃƒÂ¢Ã â ¬Ã â„¢s willing to make a clear, buyer-centric promise of outcome - up front, unconditional, and unqualifiedÃƒÂ¢Ã â ¬Ã Â•.Thinking you are distinctive is not the same as consumers finding you because you always deliver, at every level of the organisation, and in every contact, on your consumer-centric promise.Here are some examples of customer-centric promises that have made these companies iconic in their markets.Olive Garden is a chain of authentic Italian restaurants. Their UVP is: ÃƒÂ¢Ã â ¬Ã Å“When youÃƒÂ¢Ã â ¬Ã â„¢re here, youÃƒÂ¢Ã â ¬Ã â„¢re family.ÃƒÂ¢Ã â ¬Ã Â• This is a perfect destination for lovers of Italian food who want casual, relaxed dining where they donÃƒÂ¢Ã â ¬Ã â„¢t have to be self-conscious about the kids.The UVP of Southern Air-conditioning, a repair service, states: ÃƒÂ¢Ã â ¬Ã Å“We are on time, or you donÃƒÂ¢Ã â ¬Ã â„¢t pay a dime.ÃƒÂ¢Ã â ¬Ã Â• If you have waited for hours for your technician to show up (as we all probably have), that would certainly appeal. It is a response to a real need ÃƒÂ¢Ã â ¬Ã â œ I do not like waiting around wasting my time. This is of far more appeal than that they have been voted number 1 again.The steps to take in finding this UVP do not start in the boardroom. Step number one is to go and visit your best clients or customers and ask them why they like dealing with you. Not in general terms, but quite specifically. Weylman recommends taking them out to lunch or coffee and probing for real answers in a casual setting.This is to be done with a number of customers. Then look for trends and patterns and formulate the most compelling into the UVP.Having a UVP is very different to living the UVP.Weylman visited the air-conditioning company and asked them how they were able to achieve their ÃƒÂ¢Ã â ¬Ã Å“on time or donÃƒÂ¢Ã â ¬Ã â„¢t payÃƒÂ¢Ã â ¬Ã Â• promise. He was told that they schedule appointments far enough apart to provide a buffer for travel and unexpected or long repairs. They also have ÃƒÂ¢Ã â ¬Ã Å“floatersÃƒÂ¢Ã â ¬Ã Â• whose job it is to make every appointment on time, in case the assigned technician is delayed.Once a company has their UVP, the work begins. Staff need to understand the UVPÃƒÂ¢Ã â ¬Ã â„¢s centrality to the company and how to live it. Systems need to be reviewed, refined, or changed to fit in with the UVP. Non-compliance cannot be tolerated and needs to be addressed firmly and fast.The market is overcrowded. Attracting and retaining clients is becoming harder. This book is worth reading.Readability: Light +---- SeriousInsights: High --+-- LowPractical : High +---- Low

Good read - if you are in sales this is a good book to read as it helps you understand the real "Why" your customers work with you/purchase from you - if you understand Why they work with you it becomes much easier for you to position yourself/services/products.

I love that this book hones in on the importance of figuring your niche, and providing the customer with what they want and need. This book doesn't tell you to go find something you don't have, to give to the customer. It teaches you how to figure out your niche, by way of communicating with your current customers and implementing what you discover into your company's mission. It's focuses on the importance of the customer, versus being 'me' focused.I recommend this book for businesses, big and small, seeking to take their business to the next level- from mediocrity to best-selling.

Interesting and well researched! I'll definitely be keeping these lessons in mind as I build my career.

a great deal

The Power of Why is a must read book if you want to understand how to create a customer-centric business resulting in loyal clientele. Richard shares from personal experience and many years of consulting examples of companies and individual professionals who have learned the "power" of asking "why". Consumers today are searching for a business willing to make a customer focused promise of expected outcome. The book is practical, easy to read and will be a manual for business growth for many years to come.

I got a sample of this book while looking for something else. Boy, am I glad I did. Richard has written a book that every business owner or aspiring business owner really should read. He has revolutionised my thinking. Not just on customer service,but on all aspects of running my business.Grab a copy of this book and go sit in a corner and read until you finish it. You won't regret it,believe me,

Download to continue reading...

The Power of Why: Breaking Out In a Competitive Marketplace How To Think Like A Daily Fantasy Football Winner: Applying psychological lessons from the poker table and Wall Street to capture a competitive edge in the daily fantasy sports marketplace Crazy Is My Superpower: How I Triumphed by Breaking Bones, Breaking Hearts, and Breaking the Rules Solar Power: The Ultimate Guide to Solar Power Energy and Lower Bills: (Off Grid Solar Power Systems, Home Solar Power System) (Living Off Grid, Wind And Solar Power Systems) Power Training: For Combat, MMA, Boxing, Wrestling, Martial Arts, and Self-Defense: How to Develop Knockout Punching Power, Kicking

Power, Grappling Power, and Ground Fighting Power Power Pivot and Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel 2010-2016 Chasing Cool: Standing Out in Today's Cluttered Marketplace Breaking Bad Habits: 11 Steps to Freedom (addiction, food addiction, sugar addiction, gambling addiction, addiction recovery, habits, breaking bad habits) Breaking Ground, Breaking Silence: The Story of New York's African Burial Ground (Coretta Scott King Author Honor Books) Puppy Training: The full guide to house breaking your puppy with crate training, potty training, puppy games & beyond (puppy house breaking, puppy housetraining, ... dog tricks, obedience training, puppie) The Design of Business: Why Design Thinking is the Next Competitive Advantage The Power of Broke: How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Greatest Competitive Advantage Professional Practice for Interior Design in the Global Marketplace Music in the Marketplace: A social economics approach (Routledge Advances in Social Economics) Just Business: Christian Ethics for the Marketplace The New Rules of Retail: Competing in the World's Toughest Marketplace Nature and the Marketplace: Capturing The Value Of Ecosystem Services International Business: Competing in the Global Marketplace Etsy 101: Sell Your Crafts on Etsy, the DIY Marketplace for Handmade, Vintage, and Crafting Supplies Squandering Aimlessly: My Adventures in the American Marketplace

Contact Us

DMCA

Privacy

FAQ & Help