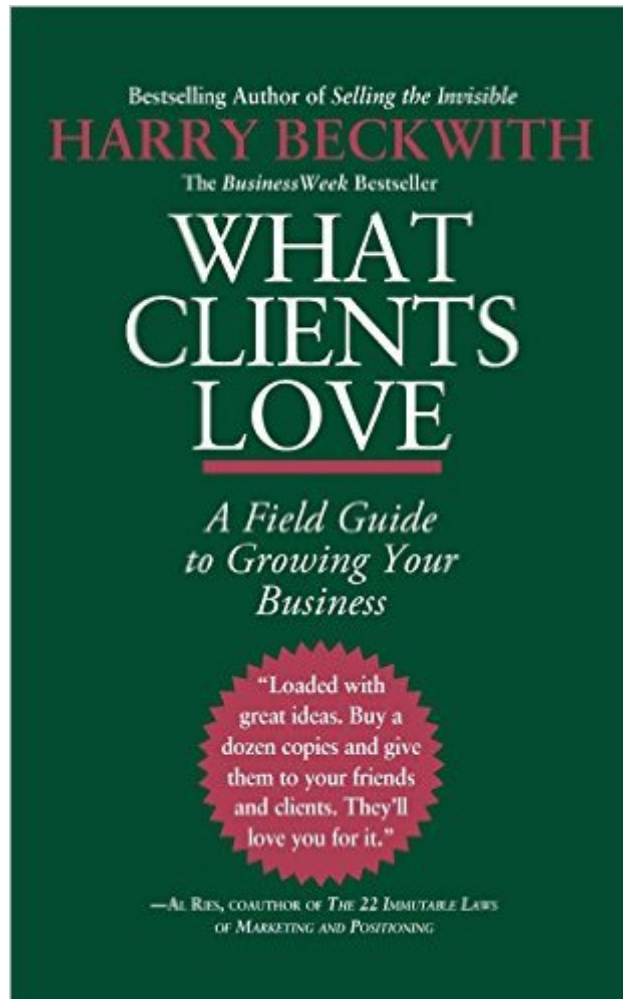


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# What Clients Love: A Field Guide To Growing Your Business



## Synopsis

Harry Beckwith is the author of *Selling the Invisible* and *The Invisible Touch*, both marketing classics. Now he applies his unparalleled clarity, insight, humor, and expertise to a new age of mass communication and mass confusion. *What Clients Love* will help you stand out from the crowd-and sell anything to anyone. From making a pitch to building a brand, from designing a logo to closing a sale, this is a field guide to take with you to the front lines of today's business battles. Filled with real tales of success and failure, it shows you how to:

- \* Fly a Jefferson Airplane. Everyone knows there's a Jefferson Monument, but a Jefferson Airplane? A brilliant, attention-grabbing name often includes the unexpected and the absurd.
- \* Strike with a Velvet Sledgehammer. It's not a hard sell. It's not exactly soft. Selling well means finding the fine line between modesty and bragging, and driving the message home.
- \* Speak to the Frenchman on the Street. A French mathematician believed that no theory was complete until you could explain it to the first person you meet on the street. Marketers, *écoutez!*
- \* Dress Julia Roberts. Why one scene from *Pretty Woman* can enlighten you more than a full year of study at a top business school.

*What Clients Love* will help you get focused, stay focused, and follow the essential rules to success-by doing the little things right and the big things even better.

## Book Information

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## Customer Reviews

This "field guide" provides innovative and yet practical and prudent advice on what, in Beckwith's opinion, must be done to attract, reward, and sustain the loyalty of those to whom one

sells...whatever that product, service, or idea may be. Consumers now experience an information, indeed a sensory overload of marketing messages which makes differentiation even more difficult now than ever before. Beckwith explains how to penetrate such clutter. After identifying and then analyzing in detail four "Key Trends," he challenges dozens of widely held beliefs about effective marketing which, in his judgment, have been invalidated by those trends. For example:\*

"Word-of-mouth advertising has become the world's most overrated form of marketing." Why? "Our mobility propels us away from [old networks through which to process word-of-mouth communications] and into new cities where everyone seems to come from somewhere else."\* "Cold calls leave people cold." Why? "People feel most comfortable with people they know -- and mistrust ones they've never heard of. You must get known [to them prior to initial contact]."\* "It is not what you say; it is what people hear. It is not what you communicate; it's what gets communicated." Why? "You tell your story with words, perhaps, but words are only symbols....Written words, in other words, are just symbols of symbols."\* "Clients do not buy solutions." Why? Numerous research studies indicate that "responsiveness to phone calls" and "sincere interest in developing a relationship" ranked higher in importance than "technical skill" -- the ability to devise solutions. According to Beckwith, "It isn't the better solution that clients value. It's the simple act of listening itself. We value it because of how we feel. It makes us feel important."

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