



UnSelling: The New Customer Experience

Scott Stratten, Alison Kramer

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UnSelling is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. We've become blind to customer service, support, branding, experiences and even product quality. Sixty percent of a purchasing decision is made before a customer even contacts you. We have funnel vision, and it needs to stop.

Unselling is about the big picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you.

You don't need social media, but you can be connecting with your clients socially. Your video doesn't have to be viral in front of a million people, just contagious in front of your specific market. Content, connection, engagement. It's time to separate from the pack of noise. It's time to *UnSell*.

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Playing with family within a park, coming to see the coastal world or hanging out with pals is thing that usually you could have done when you have spare time, and then why you don't try point that really opposite from that. Just one activity that make you not feeling tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love UnSelling: The New Customer Experience, it is possible to enjoy both. It is good combination right, you still want to miss it? What kind of hangout type is it? Oh occur its mind hangout fellas. What? Still don't have it, oh come on its named reading friends.

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Within this era which is the greater man or woman or who has ability in doing something more are more special than other. Do you want to become one of it? It is just simple solution to have that. What you are related is just spending your time little but quite enough to get a look at some books. One of the books in the top checklist in your reading list is definitely UnSelling: The New Customer Experience. This book which can be qualified as The Hungry Hills can get you closer in becoming precious person. By looking way up and review this publication you can get many advantages.

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