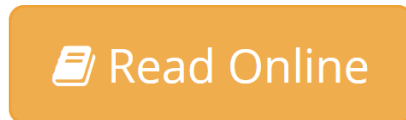


The New Rules of Sales and Service: How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content, and Storytelling to Grow Your Business

By David Meerman Scott



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Sales and service are being radically redefined like never before. With buyers now in possession of unlimited information, online content is quickly becoming the dominant driver for commerce. Today anyone working in sales or customer service needs to possess entirely new skills. Unfortunately most organizations are still using traditional selling and service models developed for a different time.

In this new book by the author of the #1 bestseller *The New Rules of Marketing & PR*, David Meerman Scott demystifies the new digital commercial landscape and offers inspiring and valuable guidance for anyone not wanting to be left behind.

Rich with revealing, first-hand accounts of real businesses that are charting this new territory and finding astounding success — a bicycle manufacturer that engages customers with honest and revealing openness; an enterprising network of home basement repair contractors that educates clients with free publications and innovative visual software; and an independent physician who provides her patients with online video notes to help them follow detailed medical instructions — *The New Rules of Sales & Service* shows how innovative businesses large and small are discovering new opportunities, strengthening customer loyalty, and mastering real-time buyer satisfaction.

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

Required reading for any organization that interacts with the public — ranging from independent consultants to established large corporations and small businesses to new start-ups and non-profits — *The New Rules of Sales & Service* is the essential guidebook for anyone attempting to navigate the exciting and evolving digital landscape.

Note: *The New Rules of Sales & Service* is neither an update nor a sequel to *The New Rules of Marketing & PR*; rather it complements the earlier book. Each book focuses on and outlines different strategies: Marketing and PR use online content to reach many buyers at once; Sales and Service use online content to reach buyers one at a time. *The New Rules of Sales & Service* tailors its strategies and tactics to reflect this difference.

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Editorial Review

From the Inside Flap

Sales 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

Sales and service are being radically redefined like never before. With buyers now in possession of unlimited information, online content is quickly becoming the dominant driver for commerce. Today anyone working in sales or customer service needs to possess entirely new skills. Unfortunately most organizations are still using traditional selling and service models developed for a different time.

In this new book by the author of the #1 bestseller *The New Rules of Marketing & PR*, David Meerman Scott demystifies the new landscape and offers inspiring and valuable guidance for anyone not wanting to be left behind.

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*

“It is the new rules. A whole new world.”

—MSNBC

About the Author

DAVID MEERMAN SCOTT is an internationally acclaimed marketing and sales strategist whose books and blog are must-reads for professionals seeking to generate attention in ways that grow their business. Scott’s advice and insights help people, products and organizations stand out, get noticed and capture hearts and minds. He is author or co-author of ten books three are international bestsellers. *The New Rules of Marketing & PR*, now in its 4th edition, has been translated into 26 languages and is used as a text in hundreds of universities and business schools worldwide. It is a modern business classic with over 350,000 copies sold so far. Scott also authored *Real-Time Marketing & PR*, a *Wall Street Journal* bestseller, *Newsjacking*, and *World Wide Rave*. He co-authored *Marketing the Moon* and *Marketing Lessons from The Grateful Dead*.

A graduate of Kenyon College, Scott has lived in New York, Tokyo, Boston, and Hong Kong. He is a marketer in residence and on the board of advisors of HubSpot, and on the board of advisors of ExpertFile, GrabCAD, VisibleGains, GutCheck, and Newstex. He also advises nonprofits and is on the advisory board of the Grateful Dead Archive at UC Santa Cruz, and a member of the digital media advisory board of HeadCount.

Check out his blog at www.WebInkNow.com, follow him on Twitter @dmscott, or download his free iPhone or iPad application.

Users Review

From reader reviews:

Hilda Szymanski:

Book is to be different for every single grade. Book for children till adult are different content. As you may know that book is very important usually. The book *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* was making you to know about other expertise and of course you can take more information. It is rather

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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 can be one of your beginner books that are good idea. Most of us recommend that straight away because this guide has good vocabulary which could increase your knowledge in vocab, easy to understand, bit entertaining but nevertheless delivering the information. The copy writer giving his/her effort to set every word into enjoyment arrangement in writing 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 although doesn't forget the main level, giving the reader the hottest and based confirm resource information that maybe you can be one among it. This great information can easily drawn you into fresh stage of crucial thinking.

Tiffany Reyes:

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