



# UnSelling: The New Customer Experience

By Scott Stratten, Alison Kramer



**UnSelling: The New Customer Experience** By Scott Stratten, Alison Kramer

*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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## UnSelling: The New Customer Experience By Scott Stratten, Alison Kramer Bibliography

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### Editorial Review

#### Review

“Through this book you’ll learn the secrets of what really influences purchasers’ decisions by taking a wider view of the sales process” (Talk Business, March 2015)

#### From the Inside Flap

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#### From the Back Cover

*UnSelling* is about seeing the bigger sales picture.

From the top-selling authors of *UnMarketing*, this new book turns traditional wisdom on its head. Looking beyond a narrow sales funnel, and seeing what really influences purchase and repurchase decisions today.

In *UnSelling*, you’ll learn why one negative review can outweigh a thousand social media followers if it isn’t handled correctly. You’ll learn why a blog post with a catchy headline can actually be bad for business if it isn’t written well. You’ll learn why the people you hire matter more than the tasks you hire them to do. These and countless other underappreciated truths add up to a new way of thinking about business that will completely change the way you sell, for the better.

In a world where trends, technologies, brands, and business come and go in the blink of an eye, it may be difficult to believe that creating real community, customer loyalty, and repeat buyers is the way to lasting success. After reading *UnSelling*, there will be no doubt in your mind that it’s true. Up to 60 percent of all purchases are made before the sales pitch even begins, yet we still focus on the sales funnel above all else. *UnSelling* is about removing this “funnel vision,” reaching out to clients in a meaningful way, and becoming the go-to brand. The sales figures will follow.

**Scott Stratten & Alison Kramer**

## Users Review

### From reader reviews:

#### Shawn Hunter:

This UnSelling: The New Customer Experience book is just not ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is definitely information inside this publication incredible fresh, you will get details which is getting deeper you read a lot of information you will get. This kind of UnSelling: The New Customer Experience without we comprehend teach the one who examining it become critical in contemplating and analyzing. Don't possibly be worry UnSelling: The New Customer Experience can bring once you are and not make your tote space or bookshelves' turn out to be full because you can have it inside your lovely laptop even mobile phone. This UnSelling: The New Customer Experience having fine arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

#### Eric Freeman:

The book untitled UnSelling: The New Customer Experience contain a lot of information on the item. The writer explains her idea with easy way. The language is very clear and understandable all the people, so do definitely not worry, you can easy to read the item. The book was compiled by famous author. The author gives you in the new period of time of literary works. You can easily read this book because you can please read on your smart phone, or gadget, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site in addition to order it. Have a nice examine.

#### Edward Roth:

As we know that book is very important thing to add our know-how for everything. By a book we can know everything we want. A book is a list of written, printed, illustrated or even blank sheet. Every year has been exactly added. This publication UnSelling: The New Customer Experience was filled concerning science. Spend your free time to add your knowledge about your scientific disciplines competence. Some people has various feel when they reading any book. If you know how big good thing about a book, you can feel enjoy to read a guide. In the modern era like right now, many ways to get book that you just wanted.

#### William Bottoms:

A lot of people said that they feel fed up when they reading a reserve. They are directly felt the idea when they get a half areas of the book. You can choose the book UnSelling: The New Customer Experience to make your own reading is interesting. Your own skill of reading expertise is developing when you like reading. Try to choose straightforward book to make you enjoy you just read it and mingle the opinion about book and reading through especially. It is to be initial opinion for you to like to open a book and study it. Beside that the publication UnSelling: The New Customer Experience can to be your friend when you're truly feel alone and confuse in doing what must you're doing of that time.

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