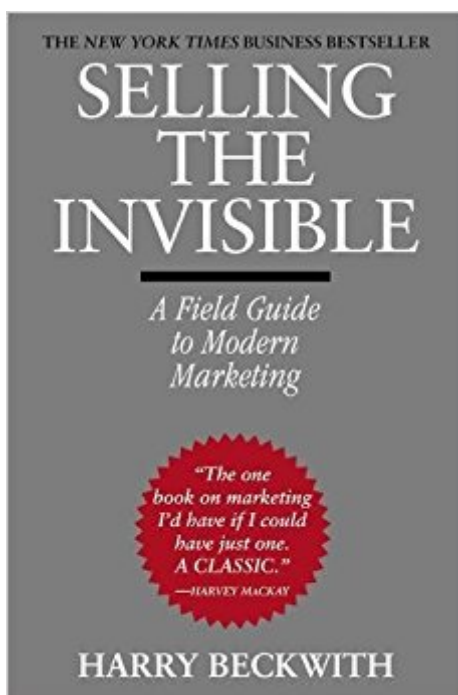


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# Selling The Invisible: A Field Guide To Modern Marketing



## Synopsis

SELLING THE INVISIBLE is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. SELLING THE INVISIBLE covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-your-sleeves, jargon-free, accessible style, such as: Greatness May Get You Nowhere Focus Groups Don'ts The More You Say, the Less People Hear & Seeing the Forest Around the Falling Trees.

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## Customer Reviews

The transformation from a manufacturing-based economy to one that's all about service has been well documented. Today it's estimated that nearly 75 percent of Americans work in the service sector. Instead of producing tangibles--automobiles, clothes, and tools--more and more of us are in the business of providing intangibles--health care, entertainment, tourism, legal services, and so on. However, according to Harry Beckwith, most of these intangibles are still being marketed like products were 20 years ago. In *Selling the Invisible*, Beckwith argues that what consumers are primarily interested in today are not features, but relationships. Even companies who think that they sell only tangible products should rethink their approach to product development and marketing and sales. For example, when a customer buys a Saturn automobile, what they're really buying is not the car, but the way that Saturn does business. Beckwith provides an excellent forum for thinking differently about the nature of services and how they can be effectively marketed. If you're at all

involved in marketing or sales, then *Selling the Invisible* is definitely worth a look. --This text refers to an out of print or unavailable edition of this title.

"Don't sell the steak. Sell the sizzle." In today's service business, author Beckwith suggests this old marketing adage is likely to guarantee failure. In this timely addition to the management genre, Beckwith summarizes key points about selling services learned from experience with his own advertising and marketing firm and when he worked with Fortune 500 companies. The focus here is on the core of service marketing: improving the service, which no amount of clever marketing can make up for if not accomplished. Other key concepts emphasize listening to the customer, selling the long-term relationship, identifying what a business is really selling, recognizing clues about a business that may be conveyed to customers, focusing on the single most important message about the business, and other practical strategies relevant to any service business. Actor Jeffrey Jones's narration professionally conveys these excellent ideas appropriate for public libraries. Dale Farris, Groves, Tex. Copyright 1997 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

Meh it was okay. Sure there are a bunch of great one liners in the book that feel awesome but there is no 'how' presented at all. After reading this you're still left wondering how to do any of what the author says is good. Also the author never really backs up his thoughts. The examples provided come across like stories where a friend of a friend did something awesome that you saw on the Internet. In short they feel right but not like they hold up to intense scrutiny. Finally there are a few items that seem to be contradictory. The author says write a mission statement then says keep it secret so the competition doesn't find out but also tell employees so they know. It can't be secret if you tell employees and really that's what you should be doing. Fearing what the competitors will do because of your mission means you're not looking at your mission for direction anymore you're looking at your competition which means you're following them. Bad idea. I don't think this book is really worth your time unless you just like quotes with no action to back them up.

I buy lots of books on sales and marketing, but this book really truly deserves the reputation that it's earned over the years. It's written about a unique topic, first of all the sale of services as opposed to products. Secondly, it's just crammed packed with insights that could only have been gleaned from years "on the ground." No fluff, no BS, this book is just crammed packed with gold. It helped me retool my business in some pretty major ways (all of them good), and no other

book as ever made me do that. Kudos! A real achievement.

Essential book for people in sales but helpful to all walks of life. Great introduction to value-based selling propositions. Learn to leverage the less obvious points of selling by finding your customers' true needs and closing the gaps providing effective solutions to their issues. Easy read and widely-applicable.

Rambles and rambles and rambles. Never does make his point or come to clear communication about what to do or how to do it. Entire thing is just abstract concept without really getting to specific how to's, examples, points, or practical examples for any specific industries. There are much better books on selling ones self, PR or marketing of ones own services.

This is one of my favorite books that I have ever read. It is an easy read yet it still contains a large amount of actionable advice. I will be keeping this book and referencing it a lot as I am starting my career as a financial advisor. I highly recommend this to anyone involved in any industry because there is a service element to everything!

Great business insights broken into very relevant bite-sized chunks. Will have all of my managers read this. Outstanding and highly recommended.

Simple, clear and eye-opening. I recommend to all who are in the strategy planning phase. This book has good examples and numerical facts on the success of simplify.

This is a wonderful book for anyone in any service business. Since over 80% of our economy is now service based, everyone can benefit from reading the book. It is actually a huge collection of essays on marketing. They are short, well written and very insightful. It would be difficult not to pick up 10 to 15 things that you could do immediately to improve your marketing. The book was written in 1997, so some specific companies he talks about have changed dramatically. However the principles have not changed. These principles will still be valid 50 years from now. One thing that most service providers have trouble with is pricing their services. They are afraid to charge too much. Beckwith does a great job of explaining why you cannot compete on price. He tells a little story about Picasso. He was sketching at a sidewalk cafe in Paris when a woman strolling along the street saw him and asked if he would do a sketch of her. He obliged and when finished, she asked how much she owed

him. Five thousand francs was the reply. She protested that it had only taken three minutes. Picasso corrected her by saying, "No. It took me all my life." When you are selling services you are not selling your time but your experience. A lesson most in the service business really do not understand. The book is a pleasure to read.

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