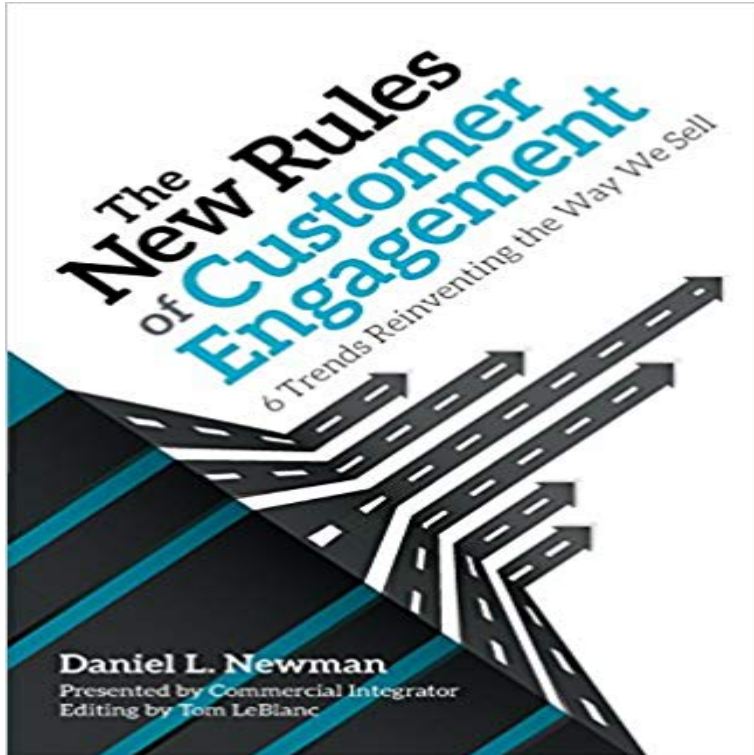


# The New Rules of Customer Engagement: 6 Trends Reinventing the Way We Sell



Imagine a world where you never had to sell anything... Every day the ideal number of clients with needs aligned perfectly to what you have to offer would walk through the door and shout: Ill take it! What if I told you this is already happening? Albeit selling isnt quite that simple. And the customers arent really just arriving sight unseen, ready to buy. But in a very subtle way, brands are driving buying decisions long before the sales department ever becomes involved. This leaves us all to ask, how? In the The New Rules of Customer Engagement you will: Gain clarity on how the information age is a driving force for businesses to embrace social, mobile and content marketing Learn the importance of P2P over traditional B2B and B2C - and specifically how our perspective is driven from all our experiences as consumers Better understand how to leverage consumer knowledge to drive innovation within the customer environment Learn how to build an engaged business network that leads to customer advocacy and huge business growth through word-of-mouth referrals and online testimonials Be motivated to consider the importance of building a customer-centric business from top to bottom that yields goodwill and dramatically improved business outcomes

The New Rules of Customer Engagement 6 Trends Transforming the Way We Sell is a must read for C-level executives, business and franchise owners, middle-level managers - and those with a passion for leading their business to success... through engagement.

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