



# Selling the Invisible: A Field Guide to Modern Marketing

By Harry Beckwith

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**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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## **Selling the Invisible: A Field Guide to Modern Marketing** By Harry Beckwith Bibliography

- Sales Rank: #14812 in Books
- Brand: Business Plus
- Published on: 2012-03-20
- Original language: English
- Number of items: 1
- Dimensions: 7.50" h x .75" w x 5.25" l, .42 pounds
- Binding: Paperback
- 272 pages

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### Editorial Review

#### Amazon.com Review

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.

#### From Library Journal

"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.

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#### From [Booklist](#)

Advertising professional Beckwith startles and disarms all potential doubting Thomases with one fact--that by the year 2005, 8 out of 10 Americans will be working in a service business. Chapters here are remarkably short; they are intended to convey one point (summarized in one sentence in boldface italics) and are blessedly free of jargon. Hints and tips cover the conventional four Ps of marketing--product, promotion, place, and price--in an irreverent and iconoclastic manner; nothing is sacrosanct. Stories from every corner of life illustrate and drive home messages. In a quandary about pricing? Read the Picasso story to remember, "Don't charge by the hour; charge by the years." About the value of research? Forget questionnaires and focus groups; instead, ask individuals what improvements are needed--not the dreaded "What don't you like?" A very human, much-needed book to savor and be refreshed by. *Barbara Jacobs*

### Users Review

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