



# What Clients Love: A Field Guide to Growing Your Business

By Harry Beckwith

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Harry Beckwith is the author of *Selling the Invisible* and *The Invisible Touch*, both marketing classics. Now he applies his unparalleled clarity, insight, humor, and expertise to a new age of mass communication and mass confusion. *What Clients Love* will help you stand out from the crowd-and sell anything to anyone. From making a pitch to building a brand, from designing a logo to closing a sale, this is a field guide to take with you to the front lines of today's business battles. Filled with real tales of success and failure, it shows you how to: \* Fly a Jefferson Airplane. Everyone knows there's a Jefferson Monument, but a Jefferson Airplane? A brilliant, attention-grabbing name often includes the unexpected and the absurd. \* Strike with a Velvet Sledgehammer. It's not a hard sell. It's not exactly soft. Selling well means finding the fine line between modesty and bragging, and driving the message home. \* Speak to the Frenchman on the Street. A French mathematician believed that no theory was complete until you could explain it to the first person you meet on the street. Marketers, *écoutez!* \* Dress Julia Roberts. Why one scene from *Pretty Woman* can enlighten you more than a full year of study at a top business school. *What Clients Love* will help you get focused, stay focused, and follow the essential rules to success-by doing the little things right and the big things even better.

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## What Clients Love: A Field Guide to Growing Your Business By Harry Beckwith Bibliography

- Sales Rank: #196563 in Books
- Published on: 2010-06-10
- Original language: English
- Number of items: 1
- Dimensions: 7.50" h x .75" w x 5.00" l, .60 pounds
- Binding: Paperback
- 304 pages

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### Editorial Review

#### Amazon.com Review

In *What Clients Love*, marketing maven Harry Beckwith offers valuable lessons about capturing and keeping clients. (As Beckwith puts it, "Competence gets firms into the game that relationships win.") Using snappy examples from Absolut Vodka, Kinko's, Starbucks, and Ian Schrager's boutique hotels, he organizes his advice by describing four significant social trends that shape client needs and loyalty. Beckwith's strategies for coping with information overload focus on getting to the point--using a shorter sell and fewer superlatives. He makes a clever and convincing case for giving both testimonials and blurbs the death penalty. He details the decline of client trust with a plan to eliminate cold calls, dress for success, and a spot-on critique of PowerPoint ("Lincoln had no slides at Gettysburg.") Other chapters explore the limits of the Internet and offer nongimmicky ideas about creating a brand, including 20 questions for choosing a name for your business.

Beckwith's advice is fresh, funny, and strategic. He is a master of anecdote and metaphor whose examples range from television's *Sex and the City* to nihilistic philosopher Nietzsche. Yet the book's clarity is sometimes undermined by its too clever formatting. It's best to enjoy its wisdom one chapter at a time, over coffee. Consider it the caffeine in your cup. --Barbara Mackoff

#### From Publishers Weekly

The author of *Selling the Invisible* tries to top that book's bestselling success with this breezy collection of one- to two-page friendly lecturettes on how to keep your business profitable. He might just do so, as it's difficult to imagine a book better suited in format to harried executives: they could gulp down the entire volume over the course of a single flight. Beckwith has somehow also managed to take a format where so many authors have tried and failed, and written a useful, direct and even at times inspiring book. In this age of information overload, Beckwith pulls some valuable lessons out of the bygone days of the 1970s, when, he says, consumers had infinitely fewer products and services to choose from, but seemed generally happier. Other valuable lessons for today's hard-charging businessperson include: "Hard sales lose business," "No superlatives" and, in order to understand how to run a successful business, "Study Starbucks." Beckwith is even able to take a simple thing like a name--e.g., Kinko's--and show how that chain was able, through its name (although the ubiquity of its open all-day-and-night locations didn't hurt), to crush the competition, whose names all sounded alike (e.g., InstyPrint, SpeedyPrint, etc.). Pocket-sized and packed with nuggets of wisdom, this is a rare winner in a glutted field.

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#### From [Booklist](#)

In Beckwith's business best-seller, *Selling the Invisible* (1997), he demonstrated how marketing service-oriented businesses requires a different strategy than marketing traditional products. He uses the same format here to teach his principles of business planning and the fine art of the soft sell. The book consists of several hundred brief lessons in which Beckwith uses the success or failure of well-known companies to illustrate his points. Each one concludes with an aphorism in boldface that summarizes the lesson in a nutshell. In a helpful section on picking your company name, he notes that people tend to shorten names anyway and recommends starting off with a short, easily pronounceable yet edgy name. While he recommends having experts on board, he warns, "We disdain the person who speaks with too much authority. We cherish humility, even in people we suspect may be brilliant." Find a common way to communicate your uncommon skill. These lessons make for great inspiration, better left on your desk to flip through at random rather than

read straight through. *David Siegfried*  
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#### **Christopher Patterson:**

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