



UnSelling: The New Customer Experience

Scott Stratten, Alison Kramer

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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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Andrew Garcia:

Playing with family within a park, coming to see the sea world or hanging out with close friends is thing that usually you will have done when you have spare time, after that why you don't try thing that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love UnSelling: The New Customer Experience, you are able to enjoy both. It is great combination right, you still wish to miss it? What kind of hangout type is it? Oh can happen its mind hangout men. What? Still don't obtain it, oh come on its named reading friends.

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