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Reality Sells: How to Bring Customers Back Again and Again by Marketing Your Genuine Story

Bill Guertin, Andy Corbus

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GOLD MEDAL WINNER , Sales Methodology - 2008 SALES BOOK AWARDS The new language of success in business has a name: Authenticity. If you re not seen as real by your customers, you won t be seen or heard at all... so how do you find and exploit the story that s genuinely yours? In Reality Sells, Andrew Corbus and Bill Guertin reveal the Four Laws of Authenticity, with specific examples of how successful companies worldwide are using these Laws to reap the benefits of telling it like it is. Using engaging stories and simple guidelines, Corbus and Guertin deliver a blueprint for you or your enterprise to find its genuine story, how to market that story to the buying public, and how to transfer that story to the front-line staff in charge of delivering the promises you re making. For the entrepreneur, small business owner, or anyone that s presenting a product or service today, Reality Sells is the antidote for selling like everyone else. A great read laced with real-world wisdom and sound, practical advice on how to market yourself and your company authentically. A tremendous asset for helping business owners focus on what their story should be, and how to make sure that everyone the front lines is telling the right story to customers. -- Jason Jennings, worldwide best-selling business author of Less Is More and Think BIG, Act Small.

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