

People Love You: The Real Secret to Delivering Legendary Customer Experiences

What you experience is what you remember. The more emotional the experience, the deeper it is branded into your memory. Experience has a massive impact on buying decisions. Every touch point, every time you or someone in your company engages a customer, it creates an experience - something they remember. When they have a negative experience, they tend to vote with their feet (and their wallets) and head straight to your competitors. When customers have positive emotional experiences, it anchors them to your brand, your product or service, and ultimately to you. In the 21st century, competitive advantages derived from unique products or services are short-lived because competitors are able to quickly and easily duplicate or match your offering. Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge. Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries. In *People Love You* you'll learn the real secrets of customer experience including: Seven Essential Principles of Customer EngagementFive Levers for Creating a Legendary Customer ExperienceThe Secret to Bridging the Experience GapHow to Leverage the Pull Strategy to Become a Trusted AdvisorTwo Most Important Rules for Dealing with Pissed-off CustomersIn a hypercompetitive, global marketplace, protecting your company's customer base, the lifeblood of your business, must become your number-one priority. The rubber hits the road with account managers, project managers, sales professionals, and customer service professionals - the people most connected to customers - who are on the frontlines of

People Love You The Real Secret To Delivering Legendary Customer Experiences

Jeb Blount



People Love You The Real Secret To Delivering Legendary Customer Experiences:

People Love You Jeb Blount, 2013-02-04 What you experience is what you remember The more emotional the experience the deeper it is branded into your memory Experience has a massive impact on buying decisions Every touch point every time you or someone in your company engages a customer it creates an experience something they remember When they have a negative experience they tend to vote with their feet and their wallets and head straight to your competitors When customers have positive emotional experiences it anchors them to your brand your product or service and ultimately to you In the twenty first century competitive advantages derived from unique products or services are short lived because competitors are able to quickly and easily duplicate or match your offering Likewise a focus on customer satisfaction and loyalty will no longer give you the competitive edge Delivering a legendary customer experience has emerged as the single most important competitive advantage for companies across all industries In **People Love You** you'll learn the real secrets of customer experience including 7 Essential Principles of Customer Engagement 5 Levers for Creating a Legendary Customer Experience The Secret to Bridging the Experience Gap How to Leverage the Pull Strategy to become a Trusted Advisor 2 Most Important Rules for Dealing with Pissed off Customers In a hypercompetitive global marketplace protecting your company's customer base the lifeblood of your business must become your number one priority The rubber hits the road with account managers project managers sales professionals and customer service professionals the people most connected to customers who are on the frontlines of customer experience They build unique and enduring emotional connections with customers that creating long term revenue and profit streams In **People Love You** human relationship guru Jeb Blount gives you a powerful playbook for interacting with customers in a way that creates deep enduring visceral connections that withstand relentless economic and competitive assaults

Objections Jeb Blount, 2018-05-17 There are few one size fits all solutions in sales Context matters Complex sales are different from one call closes B2B is different than B2C Prospects territories products industries companies and sales processes are all different There is little black and white in the sales profession Except for objections There is democracy in objections Every salesperson must endure many NOs in order to get to YES Objections don't care or consider Who you are What you sell How you sell If you are new to sales or a veteran If your sales cycle is long or short complex or transactional For as long as salespeople have been asking buyers to make commitments buyers have been throwing out objections And for as long as buyers have been saying no salespeople have yearned for the secrets to getting past those NOs Following in the footsteps of his blockbuster bestsellers **Fanatical Prospecting** and **Sales EQ** Jeb Blount's **Objections** is a comprehensive and contemporary guide that engages your heart and mind In his signature right to the point style Jeb pulls no punches and slaps you in the face with the cold hard truth about what's really holding you back from closing sales and reaching your income goals Then he pulls you in with examples stories and lessons that teach powerful human influence frameworks for getting past NO even with the most challenging objections

What you won't find though is old school techniques straight out of the last century. No bait and switch schemes, no sycophantic tie downs, no cheesy scripts, and none of the contrived closing techniques that leave you feeling like a phony, destroy relationships, and only serve to increase your buyer's resistance. Instead, you'll learn a new psychology for turning around objections and proven techniques that work with today's more informed, in control, and skeptical buyers. Inside the pages of *Objections*, you'll gain deep insight into how to get past the natural human fear of NO and become rejection proof. The science of resistance and why buyers throw out objections. Human influence frameworks that turn you into a master persuader. The key to avoiding embarrassing red herrings that derail sales calls. How to leverage the Magical Quarter of a Second to instantly gain control of your emotions when you get hit with difficult objections. Proven objection turn around frameworks that give you confidence and control in virtually every sales situation. How to easily skip past reflex responses on cold calls and when prospecting. How to move past brush offs to get to the next step, increase pipeline velocity, and shorten the sales cycle. The 5 Step Process for Turning Around Buying Commitment Objections and closing the sale. Rapid Negotiation techniques that deliver better terms and higher prices. As you dive into these powerful insights and with each new chapter, you'll gain greater and greater confidence in your ability to face and effectively handle objections in any selling situation. And with this new found confidence, your success and income will soar.

INKED Jeb Blount, 2020-01-07

Learn powerful closing and sales negotiation tactics that unlock yes and seal the deal. Each year, sales professionals leave billions of dollars on the table because they are out-gunned, out-manuevered, and out-played by savvy buyers who have been schooled in the art and science of negotiation. Because today's buyers have more power than ever before, more information, more at stake, and more control over the buying process, they almost always enter sales negotiations in a much stronger position than the salespeople on the other side of the table. The results are sadly predictable: salespeople and their companies end up on the losing end of the deal. In this brutal paradigm, if you fail to master the skills, strategies, and tactics to go toe-to-toe with modern buyers and win at the sales negotiation table, your income and long-term earning potential will suffer along with your company's growth, profits, and market valuation. In his new book *INKED: The Ultimate Guide to Powerful Closing and Sales Negotiation Tactics that Unlock YES and Seal the Deal*, Jeb Blount levels the playing field by giving you the strategies, tactics, techniques, skills, and human influence frameworks required to become a powerful and effective sales negotiator. In his signature straightforward style, Jeb pulls no punches. He slaps you right in the face with the cold, hard truth and lays bare the reasons why you keep getting beaten by buyers who have been trained in how to play you. Then he teaches you exactly what you need to know, do, and say to gain more control and more power over the outcomes of your deals and WIN. You'll learn the Seven Immutable Rules of Sales Negotiation. Why Win-Win Usually Means You Lose. The One Rule of Sales Negotiation: You Must Never Break. How to Leverage the Powerful MLP Strategy to Bend Win Probability in Your Favor. The ACED Buyer Persona Model and How to Flex to Buyer Communication Styles. Seven Principles of Effective Sales Negotiation Communication. How to Leverage the DEAL

Sales Negotiation Framework to Control the Negotiation Conversation and Get Ink How to Gain the Advantage with Comprehensive Sales Negotiation Planning Strategies and Tools Powerful Negotiation Psychology and Influence Frameworks that Keep You in Control of the Conversation How to Rise Above the Seven Disruptive Emotions that are Holding You Back at the Sales Negotiation Table How to Protect Yourself from the Psychological Games that Buyers Play With these powerful tactics in your sales arsenal you will approach sales negotiations with the confidence and power to take control of the conversation and get the prices terms and conditions that you deserve INKED is the most comprehensive Sales Negotiation resource ever developed for the sales profession Unlike so many other negotiating books that ignore the reality sellers face in the rapid fire real world of the sales profession INKED is a sales specific negotiation primer You ll learn directly from one of the most sought after and celebrated sales trainers of our generation Following in the footsteps of his blockbuster bestsellers Fanatical Prospecting Sales EQ and Objections Jeb Blount s INKED puts the same strategies employed by his clients a who s who of the world s most prestigious organizations right into your hands

The AI Edge Jeb Blount,Anthony Iannarino,2024-09-11 Upgrade your sales process by plugging into the new power of artificial intelligence In today s cutthroat sales world where sales professionals are constantly juggling multiple responsibilities and navigating a sea of relentless competitors everyone is looking for an edge What if that EDGE is found in a tool powerful enough to give you more time in your sales day accelerate your productivity and still leave room for the human touch that s vital to building relationships Enter the game changing world of Artificial Intelligence Enter The AI Edge The AI Edge isn t just another book about technology Anthony Iannarino and Jeb Blount the world s most prolific sales book authors and trainers have come together to transform how you navigate the sales process by helping you plug into artificial intelligence This groundbreaking hands on guide marries their unparalleled sales strategies used by millions of salespeople with the transformative power of AI Drawing from cutting edge research and real world applications the authors demystify AI and demonstrate its potential to give you more time to leverage your human advantage creativity empathy and authenticity to build deeper relationships and winning solutions that give you a leg up over the competition Inside you ll find Expert Guidance Benefit from the combined wisdom of Blount and Iannarino two giants in the sales realm as they lay out the roadmap to plugging into an AI augmented sales strategy Streamlined Processes Empowered Engagement Discover AI s role in automating repetitive tasks freeing you to fully lean into the uniquely human side of sales cultivating relationships unleashing creativity and offering unparalleled authenticity Sales Prompt Engineering Get hands on with tailored prompts that allow you to tap into generative AI and get better results in less time Powerful Messaging Learn how AI used effectively can help you develop and go to market with powerful messaging and presentations that connect with stakeholder needs and separate you from the crowded field Intelligent Insights Grasp how AI can be leveraged to surface insights that give you instant authority grab stakeholder attention and lead to richer more productive sales conversations Research Leverage the power of AI to build target

prospecting lists that open pipeline opportunities while reducing cold calling and rejection Navigating the world of AI might seem daunting but with Iannarino and Blount at the helm it's a journey of empowerment innovation and profound human connection Embrace a future where technology and humanity come together and carve out your own AI Edge in sales The LinkedIn Edge Jeb Blount, Brynne Tillman, 2025-10-06 Combine LinkedIn and AI to multiply your selling potential Most sales professionals and entrepreneurs are desperate to find new techniques to help them break through the overwhelming noise and get the attention of high value decision makers They want to make fewer cold calls face less resistance and have more meaningful conversations This is why Jeb Blount the world's most Fanatical Prospector and Brynne Tillman the LinkedIn Whisperer joined forces to create The LinkedIn Edge the definitive playbook for combining LinkedIn AI and proven outbound prospecting strategies to build bigger better and more qualified pipelines In this highly practical guide you will learn the tactics techniques frameworks and secret shortcuts that transform LinkedIn into a list building prospecting referral getting lead generation machine that will help you sell more win more and earn more You'll learn how to PLeverage LinkedIn AI to build better more effective prospecting lists Integrate LinkedIn into your outbound prospecting sequences to increase engagement Find decision makers on LinkedIn using smart targeting strategies Use AI tools to streamline research and get crucial contact information Write prospecting messages that convert with proven frameworks AI Multi thread and penetrate buying committees to bend win probability in your favor through deeper relationships Jump over gatekeepers and get direct introductions to C level decision makers Leverage your network to warm up cold calls and generate referrals Get prospects to accept your LinkedIn connection requests Turn LinkedIn into a powerful lead gen engine that brings hot buyers to you Deploy the 5s familiarity framework to build name recognition authority trust Get more prospecting done in less time with better results The LinkedIn Edge is not the typical social selling book focused on vanity metrics or going viral There is no fluff or shallow moon launch techniques that never really work This is a step by step playbook written by practitioners It is about what works in the real world in the grind of the sales trenches blending fast prospecting outreach with systematic relationship building sequences to engage prospects with confidence consistency and relevance With each chapter and every lesson you'll learn how LinkedIn mastery combined with an AI edge can give you almost superhuman prospecting powers that will explode your pipeline and your income

Selling the Price Increase Jeb Blount, 2022-06-07 A practical guide for successfully navigating the single greatest growth and profit improvement opportunity for B2B enterprises price increases The payoff for implementing price increases without losing customers is massive Effective price increase campaigns are far more effective at boosting topline revenue and generating profits than acquiring new customers The problem is that price increase initiatives whether broad based or targeted to specific accounts strike fear and anxiety into the hearts of sales professionals and account managers who are tasked with selling them to their customers Approaching customers with price increases sits at the tip top of the pantheon of things salespeople hate to do because they fear that raising prices will reduce

sales volume or open the door to competitors Yet when sold effectively customers accept price increases remain loyal and often buy even more In *Selling the Price Increase The Ultimate B2B Field Guide for Raising Prices Without Losing Customers* celebrated sales trainer Jeb Blount reveals the strategies tactics techniques and frameworks that allow you to successfully master price increase initiatives From crafting effective price increase messages to protecting hard won relationships handling common objections and making the case for the value you deliver this comprehensive guide walks you through each step of the price increase sales process In each chapter you ll find practical exercises designed to help you master the *Selling the Price Increase* system As you dive into these powerful insights and with each new chapter you ll gain greater and greater confidence in your ability to successfully engage customers in price increase conversations You ll learn How to navigate multiple price increase scenarios broad based targeted non negotiable negotiable defending presenting and asking The eight price increase narratives and three drivers of customer price increase acceptance How to neutralize and get past the five big price increase fears and anxieties How to avoid the big mistakes that trigger resentment and drive customers into the arms of your competitors The 9 Box Risk Profile Framework for targeting accounts for price increases A repeatable process for confidently approaching price increase conversations The Five Step Price Increase Messaging Framework Proven frameworks for reducing resistance and handling price increase objections How to negotiate profitable outcomes with high risk profile accounts Winning strategies for coaching and leading successful price increase initiatives Following in the footsteps of his blockbuster bestsellers *Fanatical Prospecting* *Sales EQ* *Objections Inked* and *Virtual Selling* Jeb Blount s *Selling the Price Increase* puts the same strategies employed by his clients a who s who of the world s most prestigious organizations right into your hands *Selling the Price Increase* is an essential handbook for sales professionals account managers customer success teams and other revenue generation leaders looking for a page turning and insightful roadmap to navigating the essential and nerve wracking world of price increases

Selling in a Crisis Jeb Blount, 2022-10-18 Find the motivation and confidence to stay on top when everything hits the fan In volatile times it is hard to sell It seems like every company is on a spending freeze cutting back or pushing off making decisions Buyers become scarce and the competition for the few that are still buying is fierce People don t want to meet with you objections are harsher customers cancel orders and contracts on a whim and pressure you for price decreases Yet you are still under the same pressure to make your sales number If you don t your income will take a hit Don t even mention the 401 k that you are afraid to even look at with the markets in free fall In this situation it s natural to feel stressed out and feel demotivated In *Selling in a Crisis* the world s most sought after sales trainer Jeb Blount delivers an essential blueprint for staying motivated keeping your pipeline full increasing sales retaining your customers and advancing your career in times of uncertainty and change In his classic no nonsense style Jeb gives you 55 easy to consume tips techniques and tactics that are time tested and proven to help you stay on top when everything and everyone else is down You ll also discover The real secrets to selling more in a crisis The

difference between rainmakers and rain barrels and how to find opportunity in adversity Why you must stop swimming naked and put your bathing suit on Why you don't get into buckets with crabs How to be a RIGHT NOW sales professional 7 Steps of Effective Prospecting Sequences and how to be professionally persistent How to adjust sales messaging to meet the moment The sales secrets of frogs squirrels and horses Sutton's Law and why you must go where the money is Why you need more than charm and a great personality to close sales in a crisis The five questions you must answer in the affirmative for every stakeholder How to handle buying commitment objections in a crisis How to protect your turf from competitors and your profits from price decreases Five ways to protect and advancing your career How to be bold and always trust your cape And so much more Jon Kabat Zinn once said You can't stop the waves but you can learn to surf This is exactly what you'll learn to do in this indispensable guide for sales professionals who are navigating the rough seas of volatility With each chapter you will find the motivation inspiration and confidence catch to rise above the negativity catch your wave and take control of your life career mindset and income

Virtual Selling Jeb Blount, 2020-07-28 And just like that everything changed A global pandemic Panic Social distancing Working from home In a heartbeat we went from happy hours to virtual happy hours From conferences to virtual conferences From selling to virtual selling To remain competitive sales and business professionals were required to shift the way they engaged prospects and customers Overnight virtual selling became the new normal Now it is here to stay Virtual selling can be challenging It's more difficult to make human to human connections It's natural to feel intimidated by technology and digital tools Few of us haven't felt the wave of insecurity the instant a video camera is pointed in our direction Yet virtual selling is powerful because it allows you to engage more prospects and customers in less time at a lower cost while reducing the sales cycle Virtual Selling is the definitive guide to leveraging video based technology and virtual communication channels to engage prospects advance pipeline opportunities and seal the deal You'll learn a complete system for blending video phone text live chat social media and direct messaging into your sales process to increase productivity and reduce sales cycles Jeb Blount one of the most celebrated sales trainers of our generation teaches you How to leverage human psychology to gain more influence on video calls The seven technical elements of impactful video sales calls The five human elements of highly effective video sales calls How to overcome your fear of the camera and always be video ready How to deliver engaging and impactful virtual demos and presentations Powerful video messaging strategies for engaging hard to reach stakeholders The Four Step Video Prospecting Framework The Five Step Telephone Prospecting Framework The LDA Method for handling telephone prospecting objections Advanced email prospecting strategies and frameworks How to leverage text messaging for prospecting and down pipeline communication The law of familiarity and how it takes the friction out of virtual selling The 5C's of Social Selling Why it is imperative to become proficient with reactive and proactive chat Strategies for direct messaging the Swiss Army Knife of virtual selling How to leverage a blended virtual physical selling approach to close deals faster As you dive into these

powerful insights and with each new chapter you ll gain greater and greater confidence in your ability to effectively engage prospects and customers through virtual communication channels And with this newfound confidence your success and income will soar Following in the footsteps of his blockbuster bestsellers People Buy You Fanatical Prospecting Sales EQ Objections and Inked Jeb Blount s Virtual Selling puts the same strategies employed by his clients a who s who of the world s most prestigious organizations right into your hands

Virtual Training Jeb Blount,2021-06-09 Remote learning has been around since the 18th century Caleb Phillips began advertising correspondence courses in the Boston Gazette in 1728 allowing people for the first time to learn new skills no matter where they lived For the past 300 years virtual training in its various formats has been meandering into shore on an inevitable yet slow building tide And then just like that everything changed A global pandemic Social distancing Working from home In an instant the tide became a tsunami The global pandemic accelerated the broad adoption of virtual instructor led training along with awareness that classroom based training is often expensive inefficient and fails to deliver a fair return on investment While it is certainly more challenging to re create the collaborative environment of the physical classroom in a virtual setting virtual training combines the structure accountability and social learning benefits of classroom training with speed agility and significant cost savings Simply put virtual training enables organizations to rapidly upskill more people while generating a far higher return on the training investment Virtual training is also green Studies indicate that virtual training consumes nearly 90% less energy and produces 85% fewer CO2 emissions than classroom training Still the biggest challenge with virtual training and the reason there has been so much resistance to it is historically the experience has been excruciating Not the quality of the curriculum or content Not the talent of the trainer The learning experience There are few people who haven t had the pleasure of sitting through agonizing virtual training sessions Death by voice over PowerPoint delivered by a disengaged instructor has an especially bitter flavor It is the way virtual training is delivered that matters most When the virtual learning experience is emotionally positive Participants are more engaged embrace new competencies and knowledge sticks Participants are more likely to show up to class and be open to future virtual training Trainers enjoy their work and gain fulfillment from making an impact Leaders book more virtual training Organizations more readily blend and integrate virtual training into learning development initiatives This is exactly what this book is about Virtual Training is the definitive guide to delivering virtual training that engages learners and makes new skills and behavioral changes stick Jeb Blount one of the most celebrated trainers and authors of our generation walks you step by step through the seven elements of effective engaging virtual learning experiences Trainer Mindset Emotional Discipline Production Technology Media Visuals Virtual Curriculum Instructional Design Planning Preparation Virtual Communication Skills Dynamic Interactive Training Delivery As you dive into these powerful insights and with each new chapter you ll gain greater and greater confidence in your ability to effectively deliver training in a virtual classroom Once you master virtual training delivery and experience the power of remote learning you

may never want to go back to the physical classroom again **Fanatical Prospecting** Jeb Blount, 2015-09-29 Ditch the failed sales tactics fill your pipeline and crush your number Fanatical Prospecting gives salespeople sales leaders entrepreneurs and executives a practical eye opening guide that clearly explains the why and how behind the most important activity in sales and business development prospecting The brutal fact is the number one reason for failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect By ignoring the muscle of prospecting many otherwise competent salespeople and sales organizations consistently underperform Step by step Jeb Blount outlines his innovative approach to prospecting that works for real people in the real world with real prospects Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels This book reveals the secrets techniques and tips of top earners You ll learn Why the 30 Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 C s of Social Selling and how to use them to get prospects to call you How to use the simple 5 Step Telephone Framework to get more appointments fast How to double call backs with a powerful voice mail technique How to leverage the powerful 4 Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7 Step Text Message Prospecting Framework And there is so much more Fanatical Prospecting is filled with the high powered strategies techniques and tools you need to fill your pipeline with high quality opportunities In the most comprehensive book ever written about sales prospecting Jeb Blount reveals the real secret to improving sales productivity and growing your income fast You ll gain the power to blow through resistance and objections gain more appointments start more sales conversations and close more sales Break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting It s time to get off the feast or famine sales roller coaster for good

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People Love You The Real Secret To Delivering Legendary Customer Experiences Introduction

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