

# THE NEW RULES OF SALES AND SERVICE

How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content, and Storytelling to Grow Your Business

David Meerman Scott

Brand new book from the #1 bestselling author of *The New Rules of Marketing and PR*

Bestselling strategic marketing genius David Meerman Scott is back with the long-awaited follow-up to *The New Rules of Marketing and PR*. In this new book he looks at how sales and service are being radically redefined like never before and how, now, online content can be more targeted to reach buyers one at a time instead of all at once. People and companies are now researching products and organisations they might do business with directly, rather than relying on traditional B2B and B2C salespeople and processes. Just as online content is the primary driver for successful marketing and public relations today, online content is quickly becoming a dominant driver for sales and service as well. Most organisations, however, are still using traditional selling and service models that were developed decades ago for a different time. *The New Rules of Sales and Service* details the sales and service strategies and tools that people within any organisation can use to grow their business.

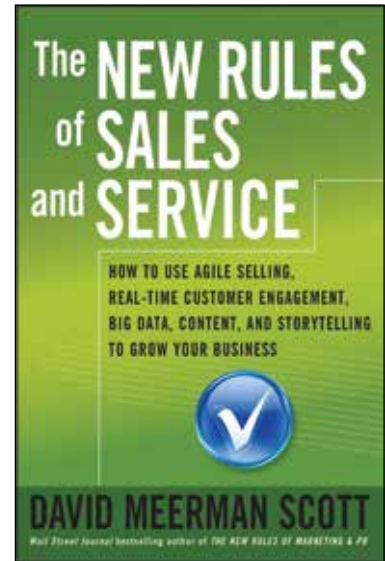
*The New Rules of Sales and Service* covers:

- Why the old rules of sales and service no longer work in an always-on world
- The new sales cycle and how informative Web content drives the buying process
- How to providing agile, real-time sales, and service 24/7 without letting it rule your life
- The importance of defining and understanding the buyer personas
- How agile customer service retains existing clients and expands new business
- Why content-rich websites motivate interest, establish authority, and drive sales
- How social media is transforming the role of salesperson into valued consultant

Print ISBN: 978-1-118-82785-7 | CL | £18.99 | €22.40 | SEP 2014 | 256PP

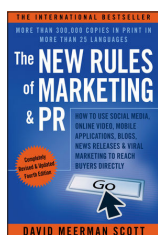
## ABOUT THE AUTHOR

David Meerman Scott is a marketing strategist, keynote speaker, seminar leader, and successful author. He has presented at industry conferences and events in more than 20 countries on four continents. He is the bestselling author of *The New Rules of Marketing & PR* which was the UK's #1 sales and marketing book in the year of its publication.

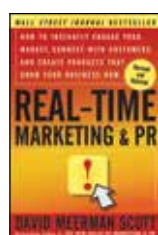


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