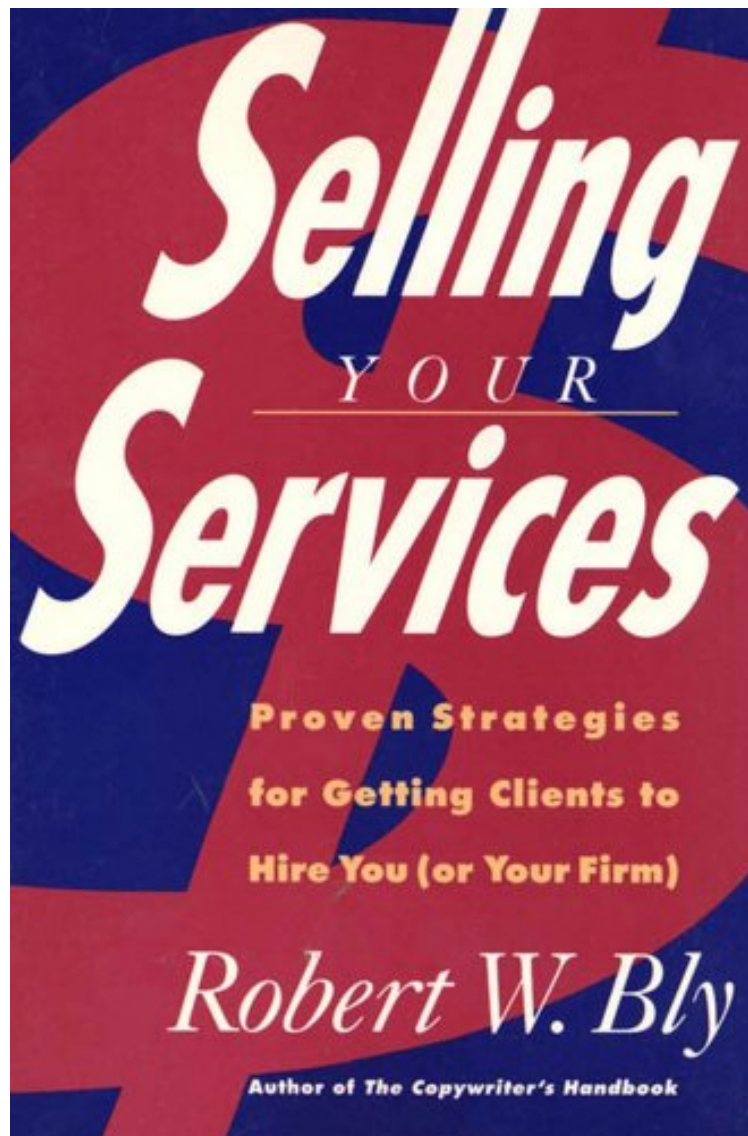


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Robert W. Bly

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Cassata I'm a huge fan of Bob Bly and got this book upon the recommendation of another copywriter, Peter Bowerman. *Selling Your Services* goes through the basic, perennial process of getting clients to hire you. As a service seller, you need to follow a process that's different from that of a product seller. Most books on the market are about product selling and aren't necessarily applicable to you. THIS book is all about selling services. It's helped me a lot as a copywriter. Highly recommended. 7 of 9 people found the following review helpful. Very Helpful
By Cosmas Bisticas
I am charging this book with one star because the author despite his very creative ideas, has let his prejudice against certain types of promotion such as telemarketing and door-to-door canvassing, highlight his preference in direct marketing which is a business in which he has made his living. By no means am I knocking the usefulness of direct marketing, but I am certain that many businesses could benefit greatly from these other two methods of promotion, depending of course on the type of service they are offering. An obvious example of this might be a lawn care service who in my opinion would benefit greatly from knocking on doors. As far as handling leads once you have them, how to deal with arguments and closing the sale I believe that the book is an excellent reference especially for people that don't have much experience selling intangibles. This is a good overall handbook for any service providing small business that wants to learn how to maximize his or her results with their potential clients. 12 of 14 people found the following review helpful. A well developed, easy to follow resource for professionals
By Justin Hitt
For over 10 years I've provided management consulting to executives, and now I feel ten times more confident about selling my own services. As with many experts, I know my craft, but before "Selling Your Services" I wasn't clear on how to sell me. This book has an easy to follow table of contents and is very well thought out. Everything is modeled around a 5 step strategy to sell your services, and covers the differences between product and service provider selling. Methods shared are clear and easy to understand, applicable for any professional services from lone landscaper selling to consumers through professional business-to-business firms like my own. While some of the materials were review, I appreciate the great emphasis on building strong mutually beneficial relationships that grow over the long-term. A very important point that makes this book useful even to executives not directly involved in selling.

If you sell any kind of service, whether professional, personal, or technical, this book will give you the information you need to bring in large numbers of sales at the fees you want.

From Library Journal
Although there seems to be a plethora of sales books available, Bly, a market consultant, makes a compelling case for the inclusion of this title on a library's shelf. It is his contention that while the American economy is shifting from a product-producing to a service-providing one, the majority of sales books still tend to be product-focused. Recognizing that there are some similarities in approaches, he concentrates on the differences and provides a five-step Service Selling Process that will enhance the service provider's sales program. Organized to highlight and explain each of these different steps, this easy-to-read and practical book should appeal to those readers desiring to learn how to market their services. Recommended. - Robert Logsdon, Indiana State Lib., Indianapolis
Copyright 1991 Reed Business Information, Inc. "Bly, a veteran copywriter and author, provides upbeat, practical tips for all those trying to sell their services." Jane Applegate, Los Angeles Times
About the Author Robert Bly is an independent copywriter specializing in business to business and direct-response advertising.