



The Power of Why: Breaking Out In a Competitive Marketplace

C. Richard Weylman

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Does your competitor always get the sale, even though your products and service are just as good, if not better? Why are some companies' once-trusted brands now deemed worthless? Do you have to continually sell to your existing customers as though they are brand new ones?

After many years of diligent research and work with a wide range of clients, consultant and speaker C. Richard Weylman has the answer to these questions.

Customers don't care if a business is different or that its products are unusual. Trumpeting achievements such as "We were voted #1 again," "Rated best service three years running," or "We're experienced" doesn't engage buyers emotionally. It is seller-centric thinking in a buyer-centric world.

When customers decide where to buy, they have one thing in mind: Why should I do business with this company? Will it solve my problem, today? Buyers want to do business with companies willing to make a customer-centric promise of expected outcome: up-front and unconditional. This isn't just a slogan; it has to be in the company's DNA, consistently delivered through all parts of the organization.

The Power of Why shows readers how to elevate their business performance regardless of their situation or position. Offering the same actionable, hands-on strategies Weylman has used to help companies of all sizes grow in the toughest conditions, *The Power of Why* is the new manual for business survival and growth.

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