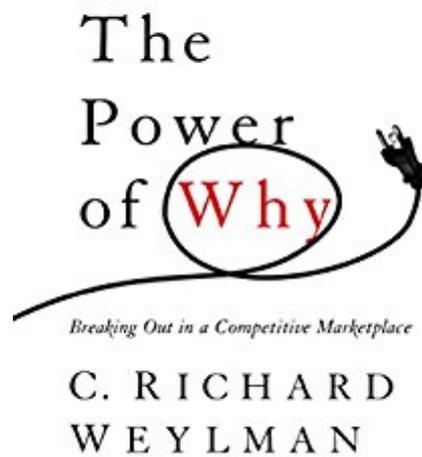


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# The Power Of Why: Breaking Out In A Competitive Marketplace

"This book is a game changer! Richard has cracked the code for business growth."  
—JEFFREY J. FOX, best selling author of *How to Become a Rainmaker*,  
*How to Be a Power Competitor*, and *The Transformation CEO*



## Synopsis

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.

## Book Information

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## Customer Reviews

In his book *Begin with Why*, Simon Sinek asserts -- and I agree -- that individuals as well as organizations must have a crystal clear sense of purpose or it will be very difficult (if not impossible) for them to decide what to do and how to do it. If they have the right purpose, it will guide and inform their decisions and, meanwhile, inspire and then sustain their efforts. Sinek suggests that the Golden Circle [i.e. beginning with WHY at the center, then proceeding to determine HOW to produce WHAT] "helps us to understand why we do what we do. [It] provides compelling evidence of how much more we can achieve if we remind ourselves to start everything we do by asking why." Richard Weylman fully agrees. In fact, he wrote this book to help business leaders to answer the most important "why" questions and solve the most serious problems so that they and their companies can break out in a competitive marketplace. "That's our goal here: to elevate your business performance and presence so that you are the best and only choice for your product and services -- regardless of your geographic footprint or your vertical or target markets." Early on, Weylman poses three important questions for his reader to consider: 1. "Why are your customers buying from you right now?" 2. "Are your customers staying with you or shopping around, and if the latter, why?" 3. "What is it about your competition's relationship to their customers that you haven't figured out yet? Why are they so successful?" Having obtained preliminary answers, the reader can then take full advantage of the wealth of information, insights, and counsel that Weylman provides to help her or his organization become much more customer-centric.

I was prepared to hate this book. Reading the Foreword I made a judgment...here was another thinly disguised extended sales pitch written by a consultant. Shameless self-promotion. Instead, C. Richard Weylman has delivered a must have how-to to transform your business. Written by a practitioner who more than rolls up his sleeves and gets his hands dirty, *THE POWER OF WHY* is the type of playbook that offers a profound distinction in how to change your company and reinforce a culture of promise. And Weylman won't waste your time; this is a 150-page book that delivers the equivalent of volumes of sound and practical business advice. Most business people are familiar with the Unique Selling Proposition, USP. Some of us have spent hours, days, maybe weeks around the conference table creating and refining our USP and then crafting the delivery of that message to clients who may, at the end, respond with a yawn. Weylman offers a customer-centric

viewpoint, the UVP, or Unique Value Promise. "It's the customer perspective that matters." And then Weylman hands you the complete playbook on not only how to build your UVP, but also then how to integrate it into the culture of promise and finally, how to blend it all into your sales and marketing. He brooks no deviation from the plan. He suggests that client-facing members of the business meet with the best clients and go through an eighteen-question interview. No technology, just a good old-fashioned discussion. No emails, no voice recorders, no paper interviews. Face-to-face. It is only through this type of interaction that a business can discover functional advantages and emotional results.

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