

“All marketers today need to listen to Whitley & Thean on how to marry technology with storytelling to get customers to tune in and turn on to your message.”

—B. Joseph Pine II, Co-Author, *The Experience Economy*

television

Story Selling in the Connected Economy

Build Trust and Retain Customers for Life

internet

Bill Whitley & Patrick Thean

Story Selling in the Connected Economy: Build Trust and Retain Customers for Life, William Whitley, Patrick Thean, AuthorHouse, 2004, 1418455938, 9781418455934, 148 pages. A quiet, but powerful revolution is underway. as the Internet and TV worlds converge; corporations are becoming increasingly interested in creating their own corporate TV networks. One of the biggest reasons for this push is the desire to communicate with customers, offer them helpful friendly advice and in so doing, build a relationship of trust. Unfortunately, TV content and corporate content are vastly different. Corporate content is usually dry and typically delivered by a single subject matter expert in a speech or training program. Conversely, TV content is based on story telling, entertaining and informative story packages and is based on a variety of messengers, including heroes, luminaries, and experts. Succeeding in this brave new world may be easier said than done. In order to thrive, corporations must learn three things: how to create content that focuses on what the audience wants to learn, not what you want to sell, how to use the right media and technology to leverage that content, and how to use it effectively in marketing programs. This book teaches corporate communicators how to do exactly that..

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Call Center 100 Success Secrets , Gerard Blokdijk, Dec 1, 2007, Business & Economics, 172 pages. There has never been a CALL CENTER manual like this. 100 Success Secrets is not about the ins and outs of the CALL CENTER. Instead, it answers the top 100 questions that we are

The Customer Is About to Revolt 5 Key Actions to Quell an Uprising, Jerry A. Mainey, Oct 1, 2002, Business & Economics, 344 pages. A lean and mean, fact filled expose' about the coming customer revolt against shoddy service and complacent attitudes in the market place. Hard-hitting.high impact.spiced with

Customer satisfaction is worthless, customer loyalty is priceless how to make customers love you, keep them coming back and tell everyone they know, Jeffrey H. Gitomer, Aug 25, 1998, Business & Economics, 288 pages. Offers strategies for turning customer satisfaction into customer loyalty, emphasizing the importance of word-of-mouth advertising.

Attractor, Engager... Art of the Rainmaker , Bill C. Whitley, Aug 30, 2008, , 208 pages. If you are like most people, you struggle with your sales message. When someone asks you what you do, your answer is often wordy or a bit confusing. It is frequently difficult

Three Wins Service Improvement Using Value Stream Design, Simon Dodds, 2007, Business & Economics, 83 pages. Three Wins is a true story of how a small team of healthcare professionals re-invented the way they worked to deliver a higher quality, lower cost service and improved their

A Simple Guide to Keep the Customer Happy and Healthy , Samuel Rose, May 1, 2002, Business & Economics, 108 pages. Written to enhance awareness for the consumer and provider, the information in this book will help both sides see their responsibility. The author hopes to make the dining

Surprising Answers Discovered for Today's Controversies , William Whitley, Jan 1, 2005, , 180 pages. .

Selling in Today's Economy Applying Laws of Physics and Performance Art to Gain the Cutting Edge, J. M. Barry, L. C. Coats, 2012, Business & Economics, 140 pages. Unemployment! Recession! The best of the best are competing for the same jobs!"Selling in Today's Economy" will sharpen the competitive skills of those who sell. Who sells

Telephone Etiquette: Making Lasting First Impressions , , Sep 4, 2013, Business & Economics, 32 pages. In most instances the telephone is the first impression that a customer has of us. If we don't do well, it may be the last impression that they have of us because they may

Selling in Our Economy An Economic and Social Analysis of Selling and Advertising, Harry Rudolph Tosdal, 1957, Marketing, 333 pages. .

Art in crisis W.E.B. Du Bois and the struggle for African American identity and memory, Amy Helene Kirschke, 2007, , 284 pages. Examines the visual rhetoric of "The Crisis" magazine during the editorship of W. E. B. Du Bois.

The AdSense Code What Google Never Told You about Making Money with AdSense, Joel Comm, Jun 1, 2010, Business & Economics, 262 pages. A "New York Times" bestseller, "The AdSense Code" is now revised and updated, making it the definitive resource that reveals proven online strategies for creating passive

A quiet, but powerful revolution is underway. as the Internet and TV worlds converge; corporations are becoming increasingly interested in creating their own corporate TV networks. One of the biggest reasons for this push is the desire to communicate with customers, offer them helpful friendly advice and in so doing, build a relationship of trust. Unfortunately, TV content and corporate content are vastly different. Corporate content is usually dry and typically delivered by a single subject matter expert in a speech or training program. Conversely, TV content is based on story telling, entertaining and informative story packages and is based on a variety of messengers, including heroes, luminaries, and experts. Succeeding in this brave new world may be easier said than done. In order to thrive, corporations must learn three things: how to create content that focuses on what the audience wants to learn, not what you want to sell, how to use the right media and technology to leverage that content, and how to use it effectively in marketing programs. This book teaches corporate communicators how to do exactly that.

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Serial entrepreneurs, Bill Whitley and Patrick Thean,co-founded MindBlazer in 1999. TodayMindBlazer is a leading Education-Based Marketing firm that helps corporationscapture their knowledge and package it into stories that increase sales andmarket share. Now in its fourth year,MindBlazer has leveraged Education-Based Marketing for more than 40 majorcorporations such as: Yahoo!, American Express, Wachovia, Cisco Systems, Dell,HP, Intel, Lending Tree, Lowe's Company and Georgia Pacific. Bill formed his first company,The Whitley Group when he was 28. TheWhitley Group was a pioneer in the interactive multimedia world. After 8 straight years of growth, The WhitleyGroup was acquired by Atlanta basediXL. Bill Whitley is a corporate storyteller. For over 15 years, first at TheWhitley Group and now at MindBlazer, Bill has worked diligently to helpcompanies craft their stories and their sales presentations. Bill has a unique gift for making complextopics interesting and easy to understand. In 1991, Patrick founded MetasysInc., a leading logistics and supply chain software company, and led it to itsranking of 151 on Inc. Magazine's 'Inc 500' list in 1997. Ernst &Young awarded Patrick the North Carolina Entrepreneur of the Year Award for EmergingCompanies in 1996. Metasys was among the Top 500 national software companieswhen it merged with Optum in 1998 to create a more complete supply chainsoftware company. Patrick is a student of businessand entrepreneurship. He has served asPresident of the Charlotte chapterof YEO (Young Entrepreneur's Organization) as well as a member of the KauffmanFoundation's YEO-kauffman CenterAdvisory Council. Patrick earned hisMasters and Bachelors degrees in electrical engineering from Cornell University.

This book is truly unique! The authors do a great job of putting a creative spin on how to create ideas that will last with your prospective or current clients. By reading this book, I have been able to build more trust with customers, increase sales and promote a sense of loyalty that was not always present in the past. I recommend this book to anyone who is interested in learning about a different, yet effective, way to deliver a message that will win!

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