

TATA McGRAW-HILL  
EDITION

# What's Keeping Your Customers Up at Night?

Close More  
Deals by  
Selling to Your  
Client's Pain

**Steven Cody &  
Richard Harte, Ph.D.**

Profit v LOSS

Net

Downsizings

3rd Quarter



Foreword by Melinda Ligos, Editor-in-Chief, Sales & Marketing Management

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CLOSE MORE DEALS BY SELLING  
TO YOUR CLIENT'S PAIN

**STEVEN CODY**

*and*

**RICHARD HARTE, Ph.D.**



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"The toughest job in selling is not selling; it's building rapport with your prospects. Steve Cody and Dick Harte's unique pain analogy not only makes sense, but also makes for great reading."

—Al Ries, bestselling author of *The Fall of Advertising and the Rise of PR*

## Open doors and win accounts that you thought were beyond your reach

*What's Keeping Your Customers Up at Night?* shows sales reps and executives how to leverage proven public relations techniques to close more deals, increase repeat business, and prosper in good times and bad. It also provides the keys to deepening relationships, up-selling customers, and keeping sales figures positive in uncertain times.

Following a foolproof, four-step approach, you'll learn how to:

- Uncover the pain using combined PR audit and sales assessment strategies
- Enhance the pain using PR-type case studies and sales war stories
- Sell against the pain through pain-based questioning and message point development
- Heal the wound by empowering the prospect to move forward with you

"A prescription for those who are looking for a cure to their sales ills."

—Jerry Kaplan, President, Magazine Group, Meredith Corporation

STEVEN CODY is the co-founder and managing partner of Peppercorn, Inc., a top strategy communications firm with offices in New York, San Francisco, and London.

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