

# What The Customer Wants You To Know

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Comprehending as capably as concurrence even more than supplementary will allow each success. next-door to, the broadcast as skillfully as perception of this What The Customer Wants You To Know can be taken as skillfully as picked to act.

## **What the Customer Wants You to Know** - Ram Charan 2007

Explains how to transform the sales process by focusing on a customer's problems, values, and goals, in a guide that also covers how to address pricing concerns while making sales issues relevant to external departments.

Summary: What the Customer Wants You to Know - Businessnews Publishing 2016-09-16

The must-read summary of Ram Charan's book: "What the Customer Wants You to Know: How Everybody Needs to Think About Sales Differently". This complete summary of the ideas from Ram Charan's book "What the Customer Wants You to Know" reveals that the traditional sales process is broken. Customers today have so many choices that if all you focus on is price, the only thing you can do is keep lowering your prices until it gets to a stage where you're not making enough money to stay in business. In this book, the author explains that a new approach to selling is needed, called "value creation selling". This summary demonstrates what this approach entails and how you can use it to develop customer relationships that deepen over time and make it difficult for customers to switch to someone else. Added-value of this summary: - Save time - Understand key concepts - Expand your knowledge To learn more, read "What the Customers Want You to Know" and discover the key to attracting and retaining customers in today's overcrowded marketplace.

## **Do Dogs Dream?: Nearly Everything Your Dog Wants You to Know** - Stanley Coren 2012-07-16

In a conversational Q&A format, a leading dog expert answers the most commonly asked questions about how dogs think and act. Do dogs

dream? Can they recognize themselves in the mirror or understand what they're seeing on television? Are they more intelligent than cats? People have a great curiosity—and many misunderstandings—about how dogs think, act, and perceive the world. They also wonder about the social and emotional lives of dogs. Stanley Coren brings decades of scientific research on dogs to bear in his unprecedented foray into the inner lives of our canine companions, dispelling many common myths in the process. In a conversational Q&A format with illustrations, Coren answers approximately 75 questions often asked of him during his nearly fifty-year career as a dog researcher, combining the authority of an expert with the engaging delivery of a guest at a cocktail party.

## **The Beaver** - 1923

## What The Customer Wants You To Know - Ram Charan 2007

From The Bestselling Author Of What The Ceo Wants You To Know&Mdash;How To Rethink Sales From The Outside In. More Than Ever These Days, The Sales Process Often Turns Into A War About Price&Mdash;A Frustrating, Unpleasant War That Takes All The Fun Out Of Selling. But There&Rsquo;S A Better Way To Think About Sales, Says Bestselling Author Ram Charan, Who Is Famous For Clarifying And Simplifying Difficult Business Problems. Instead Of Starting With Your Product Or Service, Start With Your Customer&Rsquo;S Problems. Focus On Becoming Your Customer&Rsquo;S Trusted Partner, Someone He Or She Can Turn To For Creative, Cost-Effective Solutions That Are Based On Your Deep Knowledge Of His Values, Goals, Problems, And Customers. This Powerful

Book Will Teach You: &bull; How To Gain A Deeper Knowledge Of Your Customer&rsquo;S Company, Including Costs, Values, And How Decisions Really Get Made &bull; How To Help Your Customer Improve Margins And Drive Revenue Growth &bull; How To Focus On Your Customer&rsquo;S Customers &bull; How To Work With Other Departments In Your Own Company To Customize Better Solutions &bull; How To Make Price Much Less Of An Issue Someday, Every Company Will Listen More Closely To The Customer, And Every Manager Will Realize That Sales Is Everyone&rsquo;S Business, Not Just The Sales Department&rsquo;S. In The Meantime, This Eye-Opening Book Will Show You How To Get Started. &lsquo;An Insightful Theorist&rsquo;&mdash;Jack Welch

SPIN® -Selling - Neil Rackham 2020-04-28

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

What the CEO Wants You to Know - Ram Charan 2001

Describes how corporations work and reviews the critical elements of business success--growth, return on assets, rate of inventory turnover, understanding customers, and taking advantage of the changing marketplace.

**Paint, Oil and Drug Review** - 1914

Unlocked - Melina Palmer 2021-05-11

Use Science to Improve Your Business Unlocked:

How to Get Inside the Customer's Mind with the Psychology of Behavioral Economics explains why people buy--and how to use that knowledge to improve pricing, increase sales, and create better, "brain-friendly" brand messaging. Become a more effective leader with the practical tools in this book. Behavioral economics is the future of brands and business. Unlocked goes beyond an academic understanding of behavioral economics and into practical application, showing how real businesses and business professionals can use science to make their companies better. In this book, business owner, consultant, and behavioral economics expert Melina Palmer helps leaders like you use the psychology of the consumer, innovation, and truly impactful branding to reach real, bottom-line benefits. Discover information and tools you can actually use to influence consumers. Go beyond data science for business. With behavioral economics, you can learn how your brain works to become a better leader--and how your customer's brain works to creatively and effectively market your brand. Unlocked provides: Real-world examples that bring a concept to life and make it stick Ideas to help you with problem solving for your business Ways to hack your brain into coming up with innovative programs, products, and initiatives If you liked marketing and business books like Nudge by Richard Thaler and Cass Sunstein, Predictably Irrational by Dan Ariely, or This is Marketing by Seth Godin, you'll love Unlocked: How to Get Inside the Customer's Mind with the Psychology of Behavioral Economics.

*The Cincinnati* - 1924

**Getting Started in Six Sigma** - Michael C. Thomsett 2018-04-03

The basics behind the Six Sigma quality control technique Six Sigma is designed to achieve excellence in customer service and measure deviation from the ideal. It provides a process for placing value on the intangible nature of quality control. The underlying theories of Six Sigma are highly technical and complex. This book is a basic guide to those who are new to the concept, and though this is a complex subject, the concepts involved are not too complex for readers to grasp. Getting Started in

Six Sigma demonstrates how an employee or supervisor can implement Six Sigma successfully without having to become technically familiar with process-oriented models or statistical modeling.

277 Secrets Your Cat Wants You to Know - Paulette Cooper 1997

The authors of "277 Secrets Your Dog Wants You to Know" (20,000 copies in print) bring readers a purrfectly bewitching "cat-alog" of unusual and useful information about cats.

They Ask, You Answer - Marcus Sheridan 2019-08-06

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: They Ask, You Answer. Using these principles, author Marcus Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. They Ask, You Answer is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website

should possess, the rise of video, and new stories from companies that have achieved remarkable results with They Ask, You Answer. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. They Ask, You Answer is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services - Anthony Ulwick 2005-09-06

A world-renowned innovation guru explains practices that result in breakthrough innovations "Ulwick's outcome-driven programs bring discipline and predictability to the often random process of innovation." -Clayton Christensen For years, companies have accepted the underlying principles that define the customer-driven paradigm--that is, using customer "requirements" to guide growth and innovation. But twenty years into this movement, breakthrough innovations are still rare, and most companies find that 50 to 90 percent of their innovation initiatives flop. The cost of these failures to U.S. companies alone is estimated to be well over \$100 billion annually. In a book that challenges everything you have learned about being customer driven, internationally acclaimed innovation leader Anthony Ulwick reveals the secret weapon behind some of the most successful companies of recent years. Known as "outcome-driven" innovation, this revolutionary approach to new product and service creation transforms innovation from a nebulous art into a rigorous science from which randomness and uncertainty are eliminated. Based on more than 200 studies spanning more than seventy companies and twenty-five industries, Ulwick

contends that, when it comes to innovation, the traditional methods companies use to communicate with customers are the root cause of chronic waste and missed opportunity. In *What Customers Want*, Ulwick demonstrates that all popular qualitative research methods yield well-intentioned but unfitting and dreadfully misleading information that serves to derail the innovation process. Rather than accepting customer inputs such as "needs," "benefits," "specifications," and "solutions," Ulwick argues that researchers should silence the literal "voice of the customer" and focus on the "metrics that customers use to measure success when executing the jobs, tasks or activities they are trying to get done." Using these customer desired outcomes as inputs into the innovation process eliminates much of the chaos and variability that typically derails innovation initiatives. With the same profound insight, simplicity, and uncommon sense that propelled *The Innovator's Solution* to worldwide acclaim, this paradigm-changing book details an eight-step approach that uses outcome-driven thinking to dramatically improve every aspect of the innovation process--from segmenting markets and identifying opportunities to creating, evaluating, and positioning breakthrough concepts. Using case studies from Microsoft, Johnson & Johnson, AIG, Pfizer, and other leading companies, *What Customers Want* shows companies how to: Obtain unique customer inputs that make predictable innovation possible Recognize opportunities for disruption, new market creation, and core market growth--well before competitors do Identify which ideas, technologies, and acquisitions have the greatest potential for creating customer value Systematically define breakthrough products and services concepts Innovation is fundamental to success and business growth. Offering a proven alternative to failed customer-driven thinking, this landmark book arms you with the tools to unleash innovation, lower costs, and reduce failure rates--and create the products and services customers really want.

*How to Sell Anything to Anybody* - Joe Girard  
2006-02-07

"The world's greatest salesman" reveals the spectacular selling principles that have brought

him to the top of his profession as he offers helpful advice on how to develop customer profiles, how to turn a prospect into a buyer, how to close the deal, and how to establish a long-term relationship with one's customers. Reprint. 25,000 first printing.

*The Mom Test* - Rob Fitzpatrick 2013-10-09

*The Mom Test* is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little . As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right . Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

*CBAP® Certification and BABOK® Study Guide*  
- Hans Jonasson 2016-10-26

The book covers all knowledge areas from the BABOK®, Third Edition, and is designed to be a study guide for the CBAP® certification from IIBATM. It includes over 300 sample questions. It is also usable for those seeking the PMI-PBA® certification. This book is a complete business analysis handbook combining the latest standards from the BABOK® case study examples and exercises with solutions. It has usable tools and techniques, as well as templates ready to be used to develop solid requirements to be the cornerstone for any successful product development.

*What the CEO Wants You to Know* - Ram Charan  
2017-09-28

'The most influential consultant alive.' Fortune Have you ever noticed that the best CEOs seem to have a special kind of intelligence, an ability to sense where the opportunities in their industries are and how to take advantage of them? The best have a knack for simplifying the most complex business practices down to the fundamentals - the same fundamentals of the small family business. In *What the CEO Wants*

You To Know, Ram Charan explains in clear, simple language how to do what great CEOs do instinctively and persistently - understand the basic building blocks of a company and use them to figure out how to make it work as a total business. Being able to decide what to do when, despite the clutter of day-to-day to-do lists and the complexity of the real world, takes the mystery out of business and offers a clear road map of organisational success. First published in 2001 (with over 300,000 copies sold worldwide) but never before published in the UK, this business classic has been completely rewritten and updated with new stories from today's market leaders and companies, and the latest insights from the cutting edge of management research. 'One of the world's most renowned management consultants and authors.' Fast Company

**Marketing Strategy** - Paul Fifield 2012-07-26  
Marketing Strategy strips away the confusion and jargon that surround what ought to be one of the most straightforward areas of modern business. Marketing and strategy are about relationships between people and this is brought clearly into focus in the text. The marketing practitioner will find this an accomplished book on the role of the marketing director in the successful organization of the year 2000 and beyond. Managers, outside that specialism will be able to understand the pivotal role of marketing in the business strategy process while students will value the bridge it creates between academic theory and practical implementation of marketing in an increasingly competitive environment. Key aims of the book are: \* developing a business strategy \* devising a marketing strategy \* implementing a marketing strategy

**Pottery, Glass & Brass Salesman** - 1917

**National Association News** - 1923

*Value Proposition Design* - Alexander Osterwalder 2015-01-28

The authors of the international bestseller Business Model Generation explain how to create value propositions customers can't resist Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers

want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors' global bestseller, Business Model Generation, this sequel explains how to use the "Value Proposition Canvas" to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it's for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won't work. You'll learn the simple process of designing and testing value propositions, that perfectly match customers' needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the "Business Model Canvas" from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

**New Bulletin** - Cincinnati (Ohio) Chamber of Commerce and Merchants' Exchange 1926

**Salesmanship** - 1903

**Bulletin of Pharmacy** - 1916

What Your Customer Wants and Can't Tell You - Melina Palmer 2021-05-11

Use the Science of Behavioral Economics to Understand Why People Buy "The most important business book to come out in years." -Michael F. Schein, author and columnist for Forbes, Inc, and Psychology Today #1 New Release in Business Encyclopedias, Marketing Research, and Customer Relations What Your Customer Wants (And Can't Tell You) explains the neuroscience of consumer behavior. Learn

exactly why people buy—and how to use that knowledge to improve pricing, increase sales, create better “brain-friendly” brand messaging, and be a more effective leader. Behavioral economics is the marketing research future of brands and business. What Your Customer Wants (And Can’t Tell You) goes beyond an academic understanding of behavioral economics and into practical applications. Learn how real businesses and business professionals can use science to make their companies better. In this book, business owner, consultant, and behavioral economics expert Melina Palmer helps leaders like you use the psychology of the consumer, innovation, and truly impactful branding to achieve real, bottom-line benefits. Discover information and tools you can actually use to influence consumers. Go beyond data science for business and apply behavioral economics. Learn how the consumer brain works. Become a better leader and creatively and effectively market your brand by understanding the true needs of your customers. Dramatically improve your effectiveness as a leader and marketer with the practical tools in this book, including:

- Real-world examples that bring a concept to life and make it stick
- Ideas to help you with problem solving for your business
- Ways to hack your brain into coming up with innovative programs, products, and initiatives

If you liked marketing and business books like *Nudge* by Richard Thaler and Cass Sunstein, *Predictably Irrational* by Dan Ariely, or *This is Marketing* by Seth Godin, you’ll love *What Your Customer Wants (And Can’t Tell You)*. [God as He Wants You to Know Him](#) - Bill D. Thrasher 2012-05-01

Every believer has a need for an understanding of systematic theology, but very few theology books present material in a personal, devotional format that appeals to the most popular level of believers. Dr. Thrasher manages to communicate the most academic biblical truth with the heart and personal connection of a pastor, achieving a depth of knowledge at an extremely approachable level. It's the astute wisdom of a professor packaged in the comfortable relatability of a friend.

*Printing Art* - 1916

[Summary: What the Customer Wants You to](#)

[Know](#) - BusinessNews Publishing 2014-11-12  
The must-read summary of Ram Charan's book: "What the Customer Wants You to Know: How Everybody Needs to Think About Sales Differently". This complete summary of the ideas from Ram Charan's book "What the Customer Wants You to Know" reveals that the traditional sales process is broken. Customers today have so many choices that if all you focus on is price, the only thing you can do is keep lowering your prices until it gets to a stage where you're not making enough money to stay in business. In this book, the author explains that a new approach to selling is needed, called "value creation selling". This summary demonstrates what this approach entails and how you can use it to develop customer relationships that deepen over time and make it difficult for customers to switch to someone else. Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "What the Customers Want You to Know" and discover the key to attracting and retaining customers in today's overcrowded marketplace.

**The Bulletin of Pharmacy** - 1916

**American Stationer and Office Manager** - 1924

[The Grand Rapids Furniture Record](#) - 1924

**Mill Supplies** - 1914

**The Pottery & Glass Salesman** - 1917

[What Every Angel Investor Wants You to Know: An Insider Reveals How to Get Smart Funding for Your Billion Dollar Idea](#) - Brian Cohen 2013-03-26

WHAT IF YOU HAD AN ANGEL ON YOUR SIDE?  
"Terrific advice from a master of the angel investing game. Brian Cohen reveals the art and craft of raising angel money. An investment in this book will pay off a thousandfold." -- DR. HOWARD MORGAN, founder and partner at First Round Capital  
When you connect with the right angel investor, it's like finding a new best friend--you just have to know what makes him or her happy. Smart funding is waiting for smart founders. Raising funds is all about connecting

with the investor who's right for you--and What Every Angel Investor Wants You to Know shows you exactly how to succeed. Veteran early-stage investor Brian Cohen knows how to spot a great company destined for success, and in this groundbreaking book he offers soup-to-nuts guidance for any entrepreneur seeking to launch an invention, a product, or a great new idea into a receptive marketplace. As chairman of the board of directors of the New York Angels, Cohen is one of the most engaged angel investors out there today. The first investor in Pinterest, he describes exactly what angels want to see, hear, and feel before they take out their checkbooks: A clear exit strategy before the startup even launches Facts that turn "due" diligence into "do" diligence Authenticity--"save your spinning for the fitness center" Proof that you "live inside the customer's head" Cohen gives invaluable insight into how the most successful angels view due diligence, friends and family money, crowdfunding, team building, scalability, iteration, exit strategies--and much more. This one-of-a-kind book provides a rare look inside the minds of people who are in the business of funding businesses just like yours. Read What Every Angel Investor Wants You to Know to get your best shot at funding for your product after your very first pitch. PRAISE FOR WHAT EVERY ANGEL INVESTOR WANTS YOU TO KNOW: "Brian Cohen is truly the entrepreneur's best friend. Cohen and Kador haven distilled their first-hand experiences into an intensely personal, highly readable journey into the mind of angels that should be kept at the bedside of every startup CEO." -- DAVID S. ROSE, founder, New York Angels, and CEO, Gust "Meet one of the fundamental building blocks of the entrepreneurial scene. In one easy-to-read package, readers now have the wisdom of Brian Cohen, perhaps the most well-connected investor/entrepreneur in New York." - - MURAT AKTIHANOGLU, founder and managing director, Entrepreneurs Roundtable Accelerator "What Every Angel Investor Wants You to Know gives you an actionable checklist for success in fund-raising and entrepreneurship. Cohen and Kador provide an exhilarating ride for those who want to pilot their own business." -- REED HOLDEN, serial entrepreneur and author of Negotiating with

Backbone "Personal insights from a seasoned angel investor. An important addition to the reading list for today's entrepreneurs." -- SCOTT CASE, CEO, Startup America Partnership "What Every Angel Investor Wants You to Know is a must-read for entrepreneurs and investors who want to finance startup dreams--an accessible, jargon-free, practical primer." -- WHITNEY JOHNSON, author of Dare, Dream, Do: Remarkable Things Happen When You Dare to Dream and cofounder, Rose Park Advisors What Jesus Wants You to Know Today: About Himself, Christianity, God, the World, and Being Human - Gina Lake 2019-05-20

Have you ever wondered what Jesus would teach today or what he would share about his life two thousand years ago? What would he say about how to solve the world's problems or about Christianity? What would he say about God, being human, suffering, and the meaning and purpose of life? The answers to these questions and others are here, in these pages. Jesus exists and has always existed to serve humanity, and one way he is doing this today is through this channel, Gina Lake, and others. In What Jesus Wants You to Know Today, Jesus answers many questions about his life and teachings and shares his perspective on the world. He brings his message of love, once again, to the world and corrects the record by detailing the ways that Christianity has distorted his teachings. He wants you to know that you, too, have the potential to be a Christ, to be enlightened as he was, and he explains how this is possible.

"Knowing the truth is the beginning of changing the world. Too many were and still are living according to false beliefs instead of the truth. I came to earth to try to change that, to be a voice in a vast desert of misunderstandings, and I continue to be a voice for truth to the extent that I can from this dimension. I never really left you. I have never ceased being in service to humanity and your beautiful planet." -Jesus

**What the CFO Wants You to Know** - Charles Asubonten 2020-03-14

Unless a business provides value, it will fail. We all know this, and yet many of us, whether employees or business leaders, do not have a clear idea of who creates value and how. What the CFO Wants You to Know is an indispensable guide to creating value in an enterprise, drawing

on the extensive experience of serial CFO and author Charles Asubonten. While many books focus on the CFO as a financial engineer, Asubonten's compelling thesis is that the CFO is a catalyst who inspires employees to get on board in the value-creation process and that every employee needs to be cognizant of and committed to their role in value-creation. When employees know what the CFO must do to create value and how each employee affects that process, a more lasting, resonant, and energized workforce is the exciting result. Focused not only on value-creation, this book also shows how value is sustained. From the novice who has always wondered about the CFO's role to the seasoned CFO who needs a refresher in today's changing business climate, *What the CFO Wants You to Know* is a resource for business leadership, employees, shareholders, the Board of Directors, and the community.

**The Retail Clerks International Advocate** - 1913

**The Successful Salesman** - Frank Farrington 1918

**Ask** - Ryan Levesque 2019-07-02

The go-to guide for small-business owners and entrepreneurs to discover exactly what consumers want to buy and how to get it to them. As a small-business owner, entrepreneur, or marketer, are you absolutely certain that you know what your customer wants? And even if you know what your customer wants, are you sure that you are able to clearly communicate that you offer the exact thing that they are seeking? In this best-selling book, Ryan Levesque lays out his proven, repeatable, yet slightly counterintuitive, methodology for understanding the core wants and motivations of your customer. Levesque's Ask Method provides a way to discover what customers want to buy by guiding them through a series of questions and customizing a solution from them so they are more likely to purchase from you. And all through a completely automated process that does not require one-on-one conversations with every single customer. The Ask method has generated over \$100 million in online sales across 23 different industries and counting. Now it is your turn to use it to create a funnel, skyrocket your online income, and create a mass of dedicated fans for you and your company in the process.