



# What's Keeping Your Customers Up at Night?: Close More Deals by Selling to Your Client's Pain

*Steven Cody, Richard Harte*

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### A groundbreaking approach to selling to your customer's "pain"

PR guru Steve Cody and sales consultant Richard Harte team up to bring readers a revolutionary methodology for discovering what customers really need and using that knowledge to build stronger, more profitable relationships with them. The evolutionary next step in the "trusted adviser" approach to selling that has taken the sales world by storm, the system successfully combines public relations strategies with consultative sales techniques in a strategic framework.

Among other important lessons, salespeople learn to uncover a client's deepest concerns -"what keeps them up at night"- and to position their products or services in light of those concerns, using message points and other traditional PR tactics to help them successfully sell to the customer's "pain."



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