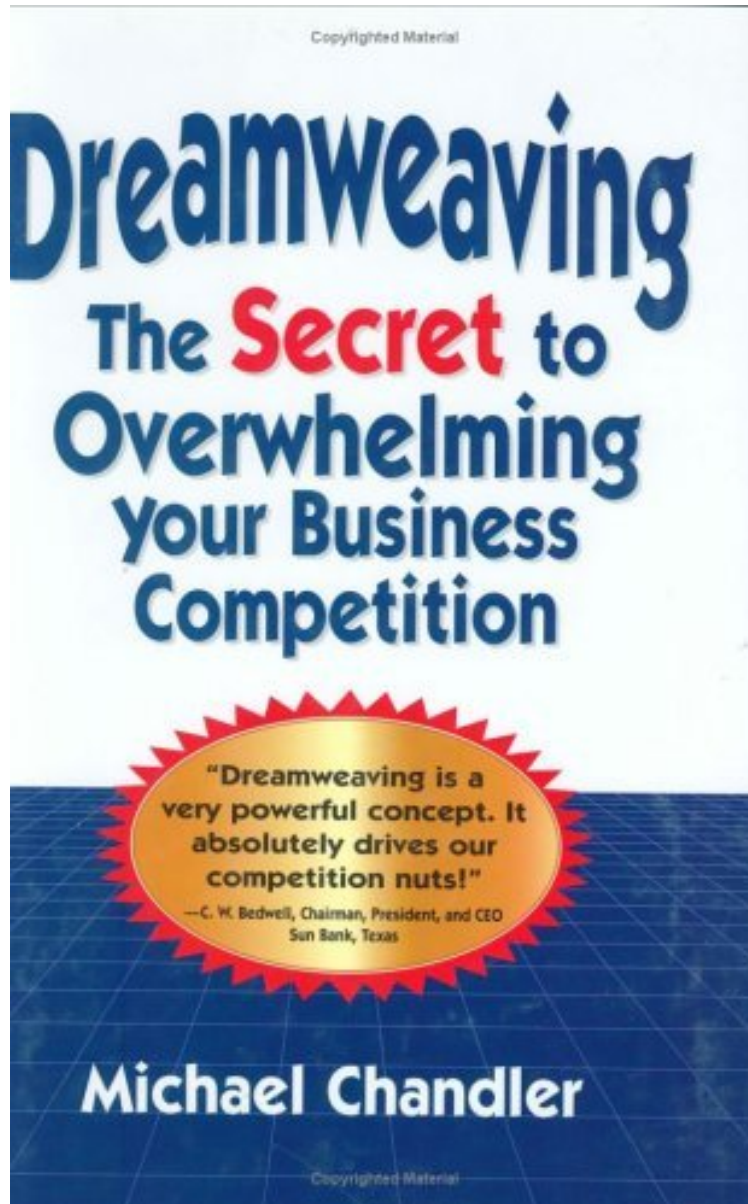


# Dreamweaving: The Secret to Overwhelming Your Business Competition

Michael Chandler

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**Michael Chandler : Dreamweaving: The Secret to Overwhelming Your Business Competition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Dreamweaving: The Secret to Overwhelming Your Business Competition:

1 of 2 people found the following review helpful. Must Read for Media Success in 2014 and Beyond - THIS IS THE ONLY BOOK YOU WILL EVER NEED!By rogerI have been a in Sales in Radio and Television for over 25 years most recently as a GM in Radio and TV in Florida.This book is why 95% of sales people and sales managers struggle and eventually fail.1. THEY DIDN'T READ IT!2. THEY DIDN'T DO WHAT IT TELLS YOU!3. THEY DIDN'T LIVE IT!Thanks for not reading it makes it easier for my sales teams and myself to WIN!WE BELIEVE IN DREAMWEAVING AND WE LIVE IT!IT WILL CHANGE YOUR LIFE!!!Roger Harris3 of 3 people found the following review helpful. Inspiring and practicalBy ElizabethEvery hour of every day we consumers suffer a barrage of advertising, each shouting "bigger, better, new, improved." Our eyes and ears are so afflicted by claims and counterclaims that we soon learn to filter out the noise.How then, can the creator or vendor of a product of service hope to gain the attention of potential customers and turn that attention into sales?"To millions of talented businesspeople," says marketing consultant Michael Chandler in DREAMWEAVING: The Secret to Overwhelming Your Business Competition, "SALES is a four-letter word."What he means, is that just because someone has a talent for business doesn't make them equally skilled in selling their product or service no matter how convinced they are theirs is the best thing since cable TV. The very thought of facing a reluctant consumer and convincing them they should spend their hard-earned cash on THIS instead of THAT gives them heartburn.Fortunately, says Mr. Chandler, the most successful sales campaigns aren't. They don't sell anything. Rather, they focus on what the customer needs and wants and simply alerts them that the very thing they're looking for is RIGHT HERE. This is the fine craft of Dreamweaving."Dreamweavers don't think in or out of boxes," he explains. "Dreamweavers think in circles . . . Dreamweavers understand how people feel, how they think, and what makes them tick. They know what makes people excited and what bores them to tears."And how to these amazing folks know all of this? Quite simple. They don't talk, they listen. In this era saturated with mass advertising, they don't try to out-shout the competition. Instead, they seek out the needs of their prospective customers and fulfill them. Successful marketing, he advises, is solely a matter of how the customer perceives the product. So, the wise marketer focuses on determining which images and ideas will allow his or her potential customers to personally relate to the product."Listen to what your customers want. Then give it to them," Mr. Chandler says.Does it work? So far, if the examples Mr. Chandler provides are any indication. And we're talking banks, where the difference between one and the next is negligible at best when it comes to services. He has consulted with several banks that have seen their assets and customer base skyrocket simply because they have offered their paid radio advertising time to promote public events and fundraisers. Why? Because the residents of the communities they serve stop thinking of them as "the bank" and start considering them neighbors, friends, people who'll come through when they're needed.Written in a pleasant, ironic style that entertains as well as educates, DREAMWEAVING offers advice that can be used by businesses no matter how small or large. The principles Mr. Chandler relates are also egalitarian in that they can be adapted to just about any kind of business you'd care to mention, and his focus on customer relations rather than hard sell is refreshing in itself. He honestly admits many are put off by what they consider the "touchy-feely" aspects of his premise, but that doesn't faze him a bit. The important thing is, it works.0 of 0 people found the following review helpful. Marketing at its best!By Mel Ann SullivanThe concept of dreamweaving has changed the way I think about the marketing I do. As a bank marketing director for a community bank in Alabama, I have found this to be the best and most valuable thing I do in any day of the week, month, year. Any marketing expert would agree that ANY advertising results are often difficult track directly back to the specific expense. But after embracing (which is truly what you must do to make it work)dreamweaving in Spring 2001, our community bank has grown tremendously with 2003 being one of the best years we have ever had. The promises the book makes are not "hype". They are happening at our bank! Employees that are involved love it. Non-profit organizations have stopped asking for money and started asking for radio time! REALLY! I'm not kidding! Our advertising budget has not increased. In fact, the first full year that we began dreamweaving, we spent 25% less than budgeted. The budget has not increased, though two new branches have been built and marketed since dreamweaving began. If you are to embrace dreamweaving, you will get immediate feedback, no doubt. However, you must go the long-term with it. Many radio stations asked us at first, "Well, how long are you going to do this campaign?" The answer: It's indefinite. It will not end. We will ALWAYS do it.

Have you ever wondered how to attract new business and keep it? How do you do this when the world is cluttered with all sorts of advertising messages and thousands of others competing in the same field. This book will show you how your products, services and even you can become what your clients and customers dream of. Whether you are a banker, salesman, or manufacturer, the new life breathed into your organisation by "Dreamweaving" can open the door to unparalleled success. If you haven't already heard of "Dreamweaving", you are missing out on an opportunity to become a market leader.

From the Inside FlapHave you ever wondered how to attract new business and keep it? How do you do this when the world is cluttered with all kinds of advertising messages, with thousands of others competing in the same field, some with lower prices or more prestige or celebrity endorsements? Do you want to learn how to be a market leader? We

have all bought things we don't need. We have all made buying decisions on the basis of who we want to be and who we enjoy doing business with, even at times when it costs us a little more. We have also bought things because of some vague or overt notion about what the product does for us or who we become when we have a particular object. This book will show you how your products, services, even you can become what your clients and customers dream of. Whether you are a banker, salesman, or candlestick maker, the new life breathed into your organization by Dreamweaving can open the door to unparalleled success. Michael Chandler is the president of the Chandler Marketing Company. He has won forty-one Silver Microphone awards for outstanding advertising. His one-of-a-kind tactics and strategies have appeared on ABC World News Tonight with Peter Jennings, as well as in American Banker and Independent Banker magazines. Mr. Chandler has lectured and presented seminars for over twenty-five years to universities, corporate retreats, and state and national banking conventions. He lives in Carbondale, Colorado, with his wife and is an avid Old West stunt gunfighter.

From the Back Cover  
What Dreamweavers are saying: "A typical marketer is a hunter who swaggers into the marketplace, blasting away until he bags a few, while scaring away the rest of the herd. A Dreamweaver is a farmer, patiently planting seeds with his prospects, watering, nurturing, and harvesting more and more customers day after week after year."--Michael Chandler

"In the last three years, our average business competitor had a growth rate of 2 to 4 percent, while we have exceeded 15 percent in each of the last three years. We believe it's Dreamweaving that sets us apart."--Jeff Warnermunde, President  
Madison County Bank, Nebraska

"We initiated Dreamweaving in early 1999 and achieved the largest deposit growth of any bank in the county. We got a tremendous boost in employee attitude and morale, too."--Milt Branum, President  
Bank of Sullivan, Missouri

If you haven't already heard of Dreamweaving, you are missing out on an opportunity to become a market leader. Can you risk not knowing the marketing strategy of the twenty-first century, one that can bring in a steady stream of devoted customers to your business?

About the Author  
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