



Stop Acting Like a Seller and Start Thinking Like a Buyer: Improve Sales Effectiveness by Helping Customers Buy

By Jerry Acuff, Wally Wood

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Praise for stop acting like a seller and *Start Thinking Like a Buyer*

"*Stop Acting Like a Seller and Start Thinking Like a Buyer* is a book that teaches you emphatically that 'words matter.' If you want to set yourself apart from others, whether you're selling a product or a concept, this is a book to read. Not only will you learn how to prepare for sales success, you will learn how to be far more effective by thinking like a buyer."

—Theresa Martinez, Brand Director, Roche Laboratories

"This book shares a great commonsense approach to developing a new sales attitude and mindset that will work no matter what you're selling. Jerry has successfully articulated a powerful and unique formula for sales greatness."

—Dugger Baucom, head basketball coach, Virginia Military Institute

"This is a book for people who truly want to have incredible success in sales. Thinking like a buyer is the most powerful way to help customers and prospects think differently about you and your product. This book shows you exactly how to make that happen in a step-by-step way. If you want to learn how to guarantee your success in selling or influencing, this is a book you must read."

—Dan C. Weilbaker, PhD, McKesson Professor of Sales, Northern Illinois University

"A mind shift takes place when you read Acuff's book and realize 'it's all about them.' The book helps you understand human psychology and behavior and gives you the practical tips, encouragement, and examples to help you stand out and be valued by your customers regardless of what you're selling."

—Charlene Prounis, Managing Partner, Flashpoint Medica

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Editorial Review

From the Inside Flap

People love to buy. They love taking home a great product, and they definitely love getting a great deal. But, unfortunately for anyone in sales, people hate being sold. They hate feeling like they've been convinced to buy something or tricked into a purchase—even if they want the product you're selling. That's why sales is harder than ever, and that's why you have to change the way you operate if you want to sell more and keep your customers coming back.

This one-of-a-kind sales guide takes a revolutionary perspective on the art of selling: that knowing how to sell isn't enough. You need to learn to think like a buyer in order to sell more effectively. You have to understand the buying process and what your customers want—not from a salesperson's perspective, but from the customer's.

When you sell, you're usually trying to overcome the customer's natural aversion to being sold. *Stop Acting Like a Seller and Start Thinking Like a Buyer* offers a "buying" model that changes the focus from hard-sell tactics that convince people to buy what you're selling to new relationship-based strategies that help them buy what they need and want. It changes the adversarial buying experience into a positive and rewarding encounter for the customer—and that's invaluable if you want your customers to come back and remain loyal.

If you were trained in traditional sales methods and you're struggling to stay ahead of the competition, this is the only sales guide you need. It will help you rebuild your selling methods from the ground up, leading to a higher level of achievement and much happier customers. You'll master a new mindset for dealing with customers, learn a new and more effective sales process, and learn to build valuable business relationships with customers that will last forever. Combine those elements, and you'll start selling more than ever—without having to sell at all.

From the Back Cover

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About the Author

Jerry Acuff is CEO of Delta Point, Inc. in Scottsdale, Arizona, a consultancy that helps market-leading companies develop new and effective marketing tactics. He is also the author of *The Relationship Edge*, from Wiley.

Wally Wood is a professional writer and the former editor of two business magazines and an international marketing newsletter.

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From reader reviews:

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