



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

Jerry Acuff

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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."

—Duggar 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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