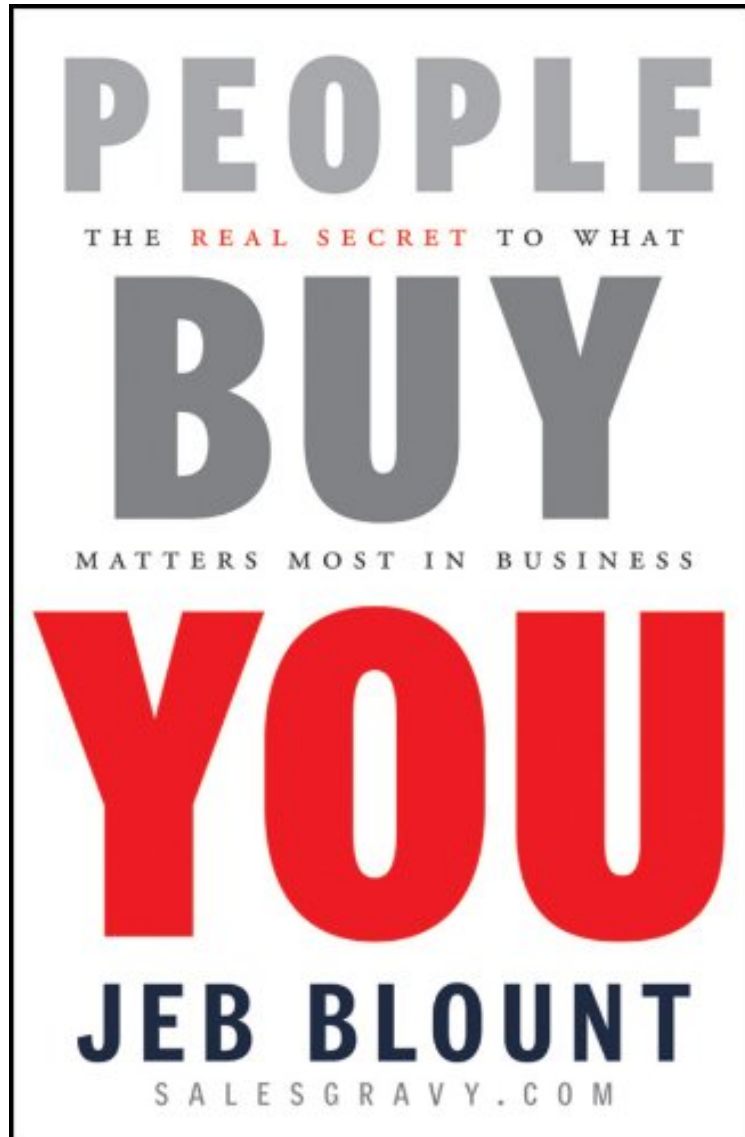


(Free) People Buy You: The Real Secret to what Matters Most in Business

People Buy You: The Real Secret to what Matters Most in Business

Jeb Blount

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4 of 4 people found the following review helpful. Believe It Or Not It Business Is Really This SimpleBy Leanne Hoagland SmithAre you searching for the magic pill to dramatically increase sales? Then why not consider a more practical approach and see if this book review may actually help you improve your selling skillsBooks on how to increase sales probably top in quantity of any business genre. For without revenue businesses or organizations cannot

make payroll, pay their vendors, ensure fixed costs are covered while still having enough monetary reserves or profits. Having been in sales for 30 plus years, I have always believed that who you are as an individual comes first before who you as a salesperson. In this book, *People Buy You*, Jeb really takes that belief and makes it very real as well as practical. His common sense writing approach intermixed with personal stories reinforces that successful selling begins and ends with the authenticity of the individual. Using a variety of historical to contemporary resources, he weaves a very simple and yet compelling argument about what sales is not about selling, but far more about buying. The first product or service your potential customer buys is you. The first seven chapters all lead up to the final chapter and that is devoted to your own brand. So if you want to be The Red Jacket in a sea of gray suits, to stand out in the crowd, then this is a must book to be included in your professional development plan. 1 of 1 people found the following review helpful. Finally a book that understands the human aspect of sales. By Dennis Duce I have been in sales since 1987 and spent hours learning sales techniques that are far more about manipulation than building trust. I came across Jeb in 2007 when I started listening to Podcasts and I found his Sales Gravy podcast. I was so surprised to hear a professional sales trainer teaching principles based on building trust and helping the client learn what would be of the greatest value to them. In 2011 I had the chance to introduce Jeb to a client of mine. I sat in on a few of the phone conversations and found out that Jeb not only teaches and trains on relationship sales, he uses it every day to negotiate his consulting and training engagements. In my opinion this is the best book on sales I have ever read. I have purchased about a half dozen copies to give to others who would benefit from reading *People Buy You*. 1 of 1 people found the following review helpful. Jeb Blount can relate to what is really happening in the day to day sales world. By Jackman I have read a lot of books on sales, customer service, understanding people, etc. What I like about Jeb Blount's book is that I can relate to his style and his values. You can read a lot of books about a lot of interesting things, and you don't apply any of it, because it doesn't line up with who YOU are and who YOU want to become. Jeb is street smart and empathetic, and this is evident in *People Buy YOU*. In his book, he reminds the veteran, and educates the rookie, about all the bad things that happen due to outside forces that work against them. His main point is that people do buy YOU. YOU are the real difference. No social media, not CRM's, not product literature, websites, or even the product, has a bigger impact on the sale than YOU. Jeb's systematic outlines for people interaction, problem solving, attitude adjustment and intentions, are powerful daily reference, that keep my thinking straight and at peak performance. Well worth the investment!

The ultimate guide to relationships, influence and persuasion in 21st century business. What is most important to your success as a sales or business professional? Is it education, experience, product knowledge, job title, territory, or business dress? Is it your company's reputation, product, price, marketing collateral, delivery lead times, in stock ratios, service guarantees, management strength, or warehouse location? Is it testimonials, the latest Forbes write up, or brand awareness? Is it the investment in the latest CRM software, business 2.0 tools, or social media strategy? You could hire a fancy consulting firm, make the list longer, add some bullet points, put it into a PowerPoint presentation, and go through the whole dog and pony show. But at the end of the day there will be only one conclusion; None of the above! You see, the most important competitive edge for today's business professionals cannot be found on this list, your resume, or in any of your company's marketing brochures. If you want to know the real secret to what matters most in business, just look in the mirror. That's right, it's YOU. Do these other things matter? Of course they do, but when all things are equal (and in the competitive world we live in today, things almost always are) *People Buy You*. Your ability to build lasting business relationships that allow you to close more deals, retain clients, increase your income, and advance your career to rise the top of your company or industry, depends on your skills for getting other people to like you, trust you, and BUY YOU. This break-through book pushes past the typical focus on mechanics and stale processes found in so many of today's sales and business books, and goes right to the heart of what matters most in 21st century business. Offering a straight forward, actionable formula for creating instant connections with prospects and customers, *People Buy You* will enable you to achieve a whole new level of success in your sales and business career. You'll discover: Three relationship myths that are holding you back Five levers that open the door to stronger relationships that quickly increase sales, improve retention, increase profits and advance your career The real secret to making instant emotional connections that eliminate objections and move buyers to reveal their real problems and needs How to anchor your business relationships and create loyal customers who will never leave you for a competitor How to build your personal brand to improve your professional presence and stand-out in the market place *People Buy You* is the new standard in the art of influence and persuasion. Few books have tackled the subject of interpersonal relationships in the business world in such a practical and down-to-earth manner, breaking what many perceive as a complex and frustrating process into easy, actionable steps that anyone can follow.

From the Inside Flap What is most important to your success as a sales or business professional? Many people will tell you that it's all about crafting the right pitch, making more cold calls, or having a powerful closing technique. Some will say that it's education, experience, product knowledge, job title, territory, or business dress. Others argue that it's your company's reputation, brand awareness, product, price, or service guarantees. There are even those who say it is

an investment in the latest CRM software, Sales 2.0 tools, or your social media strategy. Jeb Blount says—none of the above! The truth is, success is powered by your ability to solve the problems of your customer. When you solve problems, your job is done, and the sale is made. But how do you get to that point? An expert with decades of experience in the sales trenches, Jeb Blount has learned that successful sales are built around a solid knowledge of people—how they are motivated to buy and how they can respond positively to the right approach. In *People Buy You*, Blount provides a commonsense system, based in solid sales psychology, that will help you: Overcome three relationship myths that are holding you back Use five levers that open the door to stronger relationships that quickly increase sales, improve retention, increase profits, and advance your career Make instant emotional connections that eliminate objections and move buyers to reveal their real problems and needs Anchor your business relationships and create loyal customers who will never leave you for a competitor Build your personal brand to improve your professional presence and stand out in the marketplace With strategies, stories, and fascinating examples of sales successes (and failures), Blount shows you how to evaluate your relationship tactics, customize a strategy that works for your business, and create the sales success of your dreams.

From the Back Cover
Praise for *People Buy You* "People Buy You is not just a self-evident truth, it's your opportunity to discover why and how. Jeb Blount has written an easy-to-understand and easy-to-apply set of principles and actions that can help you earn more the minute you read them." —Jeffrey Gitomer, author of *Little Red Book of Selling* "Jeb Blount has written a practical, powerful book that will help any sales professional make more sales than ever before." —Brian Tracy, author of *The Psychology of Selling* "Jeb Blount nails it in *People Buy You*. When you turn yourself into the competitive differentiator, you're unstoppable." —Jill Konrath, author of *SNAP Selling* and *Selling to Big Companies* "Becoming a business leader or a sales champion transcends your ability to memorize a sales script or follow a regimented system. The real secret to unprecedented success starts with adopting this predominant universal law: who you are is always more important than what you do. In *People Buy You*, Jeb has effectively encapsulated this critical level of thinking. He delivers practical strategies to drive more sales and get more of what matters most in your life and career by leveraging your ultimate, authentic competitive edge—YOU!" —Keith Rosen, executive sales coach and author of the award-winning *Coaching Salespeople into Sales Champions* "People Buy You is groundbreaking because it runs counter to all the other 'sales' books currently being written that ignore common sense. That people matter most." —Bob Beaudine, author of *The Power of Who!* "People Buy You should be required reading for any professional who wants to sell more, sell faster, and build a powerful brand that people talk about and refer others to. Jeb breaks all sales myths, while exploring the right way to grow relationships, influence, and persuasion in the new economy." —Dan Schawbel, author of *Me 2.0: Build a Powerful Brand to Achieve Career Success*

About the Author Jeb Blount is a sought-after speaker, trainer, professional sales coach, and the most downloaded sales expert in iTunes history. His *Sales Gravy* and *Sales Guy* audio programs have been downloaded more than four million times. In 2006, Jeb founded *SalesGravy.com*, a destination site for sales professionals, sales leaders, executives, and business owners, which has since become the most visited sales Web site in the world.