



Think Like Your Customer: A Winning Strategy to Maximize Sales by Understanding and Influencing How and Why Your Customers Buy

By Bill Stinnett

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Think Like Your Customer: A Winning Strategy to Maximize Sales by Understanding and Influencing How and Why Your Customers Buy, Bill Stinnett, This title shows how to capture customers by learning to think the way they do. The most common complaint Bill Stinnett hears from his corporate clients is that would-be vendors and suppliers "just don't understand our business". Drawing upon his years of experience as a Fortune 500 consultant, he offers sales and marketing professionals a powerful framework for understanding the inner workings of a business; knowing what motivates its executives and influences their buying decisions; identifying a company's organizational structure and decision-making psychology; and, using that information to develop a winning strategy for influencing how and why the customer buys.



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