



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

Bill Stinnett

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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." In *Think Like Your Customer*, Stinnett explains why the key to landing corporate customers is to learn to think about the things executives and business owners think about and understand how they make complex buying decisions.

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.

In addition, you receive:

- Solid marketing insights delivered in a fun, breezy style by a top corporate consultant and seminar leader
- Expert tips on how to maximize the value and profitability of relationships with corporate clients and customers

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