



Summary : Think Like Your Customer - Bill Stinnett: A Winning Strategy to Maximize Sales by Understanding How and Why Your Customers Buy

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Complete summary of Bill Stinnett's book: "Think Like Your Customer: A Winning Strategy to Maximize Sales by Understanding How and Why Your Customers Buy".

This summary of the ideas from Bill Stinnett's book "Think Like Your Customer" shows that in order to sell more of your products and services, you need to step into your customers' shoes and learn to think the way they do. In his book, the author explains that doing this will help you to understand why customers buy and how they reach a purchase decision. This summary highlights how you can do this and then use your findings to interact with your customers to increase the likelihood of them making a positive decision.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Think Like Your Customer" and discover why putting yourself in your customer's shoes will change the way you think about selling.

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