



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

Jeb Blount

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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.

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

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From Reader Review People Buy You: The Real Secret to What Matters Most in Business for online ebook

Danny T says

Nothing that new... I think most salespeople, or at least good salespeople know that buyers have to buy you before they buy what you are selling... I still enjoyed the writing.

Kevin Eikenberry says

Jeb Blount has written a concise, easy to read book that on the surface is written for sales people. Jeb is an accomplished salesman and sales executive; plus an expert coach and consultant to sales organizations. So it makes sense from both a personal and professional perspective that he would write a book for salespeople.

People Buy YouThe reality is that this book is written for everyone, even though it is written from a business perspective.

- See more at: <http://blog.kevineikenberry.com/leade...>

Jorge says

The best book of sales I have read!

Blaine Strickland says

Built around the mantra: people buy for emotional reasons and then validate later with logic, this book is an excellent reminder that it is about you - people want to work with people they like.

Anandh Sundar says

OK material and anecdotes, but no new insights per se..the title is the best part of the book..ok for first time readers of self help but otherwise not recommended

Anandh Sundar says

A typical softskills/sales book is composed of banal homilies and homespun stories/war tales. This book is little different, but thankfully the presentation style is much better and concise, that is why the 4*. The author claims to bust 'myths' propagated by others but I reserve judgement on that since he often compares apples

and oranges committing the 'slippery slope fallacy'. I know I'm damming the book with faint praise, its actually like any other run of the mill book.

Megan Wolfenden says

Definitely worth a read to remind yourself what is important in business. - relationships
Very quick read

Margarita Bastar says

NECESSARY READ. I think because a businessman and Youtuber recommends it and he sells welll!

Amith Guthi says

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.

Alex says

Just a couple of few interesting concepts has a takeaway message but worth the reading.

Tom says

Very good book highlighting two very important points. First, if people like you, they MAY buy from you. Second, if people don't like you, they WILL NOT buy from you. Ultimately, sales comes down to solving your prospect's/client's problem with a solution that you are providing.

He clearly outlines and explains the five levers of People Buy You: (1) Be likable; (2) Connect; (3) Solve Problems; (4) Build Trust; and (5) Create Positive Emotional Experiences and how they all "work together to help you move other to action by tapping into motivations that are driven by human emotion."

Solid work. Many solid points that make you stop and ponder. Enjoyable, fast read.

Michael says

Shallow, unsubstantiated, and lacking in value. After reading two chapters in a few minutes and flipping through the rest of the book, I encourage you to find something better. It won't be hard.

Carlos Aberdinas says

Good refresher book on best practices for salespeople....

George Davidson says

Good foundational sales book

Blog on Books says

Author Jeb Blount has a good point. There are many situations, where despite the product, its quality, features or price, what people are really signing on to is your presentation. Whether it's in business, real estate or one on one sales, the credibility of the seller is an often overlooked or underestimated element to getting a sale closed.

In "People Buy You: The Real Secret to what Matters Most in Business," Blount strips back the veneer on what really works in personalized selling. By reducing it down to a handful of qualities, the author explains how each step in the process is important and how to achieve the best results.

Blount, the founder of the popular web destination, SalesGravy.com, outlines his basic plan (the five levers, as he calls them) – be likable, connect, solve problems, build trust and create positive emotional experiences – which he defines as the cornerstones of sales success. He drills down to elaborate additional techniques, like staying connected, the five rules of questioning, sweating the small stuff and creating your brand, that strengthen and define the attributes of his lever system using both logic and examples that the reader can easily understand.

"People Buy You" is a succinct (193 pages) but powerful combination of basic, but sometimes missed concepts that are designed to make any salesman more effective by not focusing so much on the product as on the details and messages you create. Well recommended.
