



# Why People Don't Buy Things: Five Five Proven Steps To Connect With Your Customers And Dramatically Improve Your Sales

*Harry Washburn, Kim Wallace*

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Selling can be a science as well as an art, and offering the right product at the right price is only the starting point. The authors explore the thought processes potential buyers go through every time they consider making a purchase. This guide offers a systematic approach to understanding customers' motivations and tailoring the entire sales strategy to fit the customers' buying path. By teaching salespeople how to recognize different buying profiles, this book offers strategies and tactics to break out of non-productive patterns, forge new relationships, and turn promising prospects into repeat customers.



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