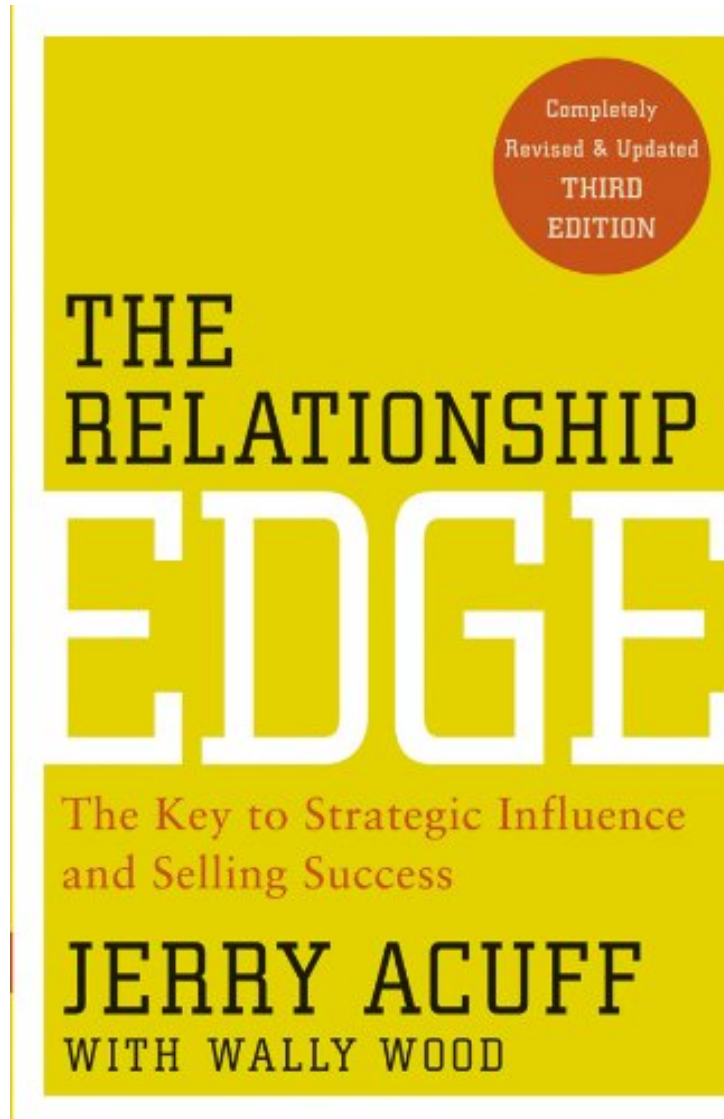


The Relationship Edge: The Key to Strategic Influence and Selling Success

Jerry Acuff

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Jerry Acuff : The Relationship Edge: The Key to Strategic Influence and Selling Success before purchasing it in order to gage whether or not it would be worth my time, and all praised The Relationship Edge: The Key to Strategic Influence and Selling Success:

0 of 0 people found the following review helpful. Exceptional read that brings to light what is missing in sales. By Woods11As a regional manager this book brings to light many areas where teams struggle. It is so often that we set standards, guidelines, and expectations for our team that don't focus on relationship development. In the process of

setting those, we often overload our team to the point they don't have time to do the core things that matter. Intentionally growing relationships and setting yourself apart from others provides a significant edge to our teams. This is a great read from territory rep to the top.0 of 0 people found the following review helpful. Another Great Book by Jerry AcuffBy DRHaving read all of Jerry's books, I was excited to read the latest version of his classic, *The Relationship Edge*, which has been updated to include some great thoughts and tips on using the web and social media for building interpersonal relationships in life and business. Once again, I understand why Jerry's been called "the Dale Carnegie of the twenty-first century". Simply put, this book quickly and clearly explains what we should all do to have stronger ties with the various people in our life, personal and professional. In an era where we too often forget to do the "little things", this book is a one-stop resource that we should all have in our library.0 of 0 people found the following review helpful. Great bookBy H.R.H. We had to order this book for my business relationships class. It is definitely a better textbook than anything I've had before. I actually felt like I learned a lot from it.

Get a practical, actionable, three-step process to build and leverage important relationships Most people know instinctively how to build positive, long-lasting relationships with spouses, friends, and even co-workers; but few of us know how to consciously and systematically build and maintain positive business relationships. For years, *The Relationship Edge* has successfully shown people how to build personal relationships and repair damaged ones with a proven three-step process. This completely updated third edition offers a fresh perspective on that process and includes more contemporary case studies, as well as how to build and nurture relationships online. Develop the right mindset; understand that personal relationships are vital to business success, both offline and online Ask the right questions; discover the common ground you share with others Do the right thing; be truthful and straightforward or you'll undermine the goodwill you've worked so hard to build Jerry Acuff, the author, has a proven record of success with previous editions of *The Relationship Edge* With real case studies and step-by-step guidance, *The Relationship Edge, Third Edition* offers the tools and advice you need to develop strong, rewarding relationships with customers, co-workers, and managers. Jerry Acuff's latest version is packed full of practical, concrete information on the mechanics of interpersonal relationships in the business world, all designed to have you doing business better and more productively than ever.

From the Back CoverGet the relationship edge *The Relationship Edge* shows you exactly how to build valuable business relationships with people you don't naturally connect with. It presents a straightforward, three-step process that is easy to apply to your work and business. Jerry Acuff provides real-world principles for developing strong and lasting personal relationships with the key people in your business life, helping you become more effective and persuasive while maintaining meaningful, truthful dialogues with those around you. Acuff shows how the more truthful and direct you are with customers and colleagues, the more truthful they'll be with you; and the more likely you are to find meaningful solutions to the business challenges you share. This revised edition includes new information on building and leveraging healthy business relationships, especially how to maintain them over the long term. With real case studies and step-by-step guidance, *The Relationship Edge* offers the tools and advice you need to develop strong, rewarding relationships with customers, coworkers, and managers. With practical, concrete information on the mechanics of interpersonal relationships in the business world, you'll be well on your way to doing business better and more productively. "A great coaching tool for every sales manager; finally, a book that outlines step by step how to build both strong customer and personal relationships." —John M. Woychick, Senior Vice President, Training, Pfizer Pharmaceuticals "Time and time again, Jerry Acuff's approach to selling has been proven to work. A must-read for those who believe that successful selling is a part of their everyday life." —Georges Gemayel, Executive Vice President, Genzyme Corporation About the Author JERRY ACUFF is President of Delta Point-The Sales Agency, a Scottsdale, Arizona-based consultancy that helps market-leading companies find new and innovative ways to market products. A graduate of the Virginia Military Institute, he has also served as Executive in Residence at the Amos Tuck School of Business at Dartmouth College. WALLY WOOD is a professional writer and the former editor of two business magazines and an international marketing newsletter.