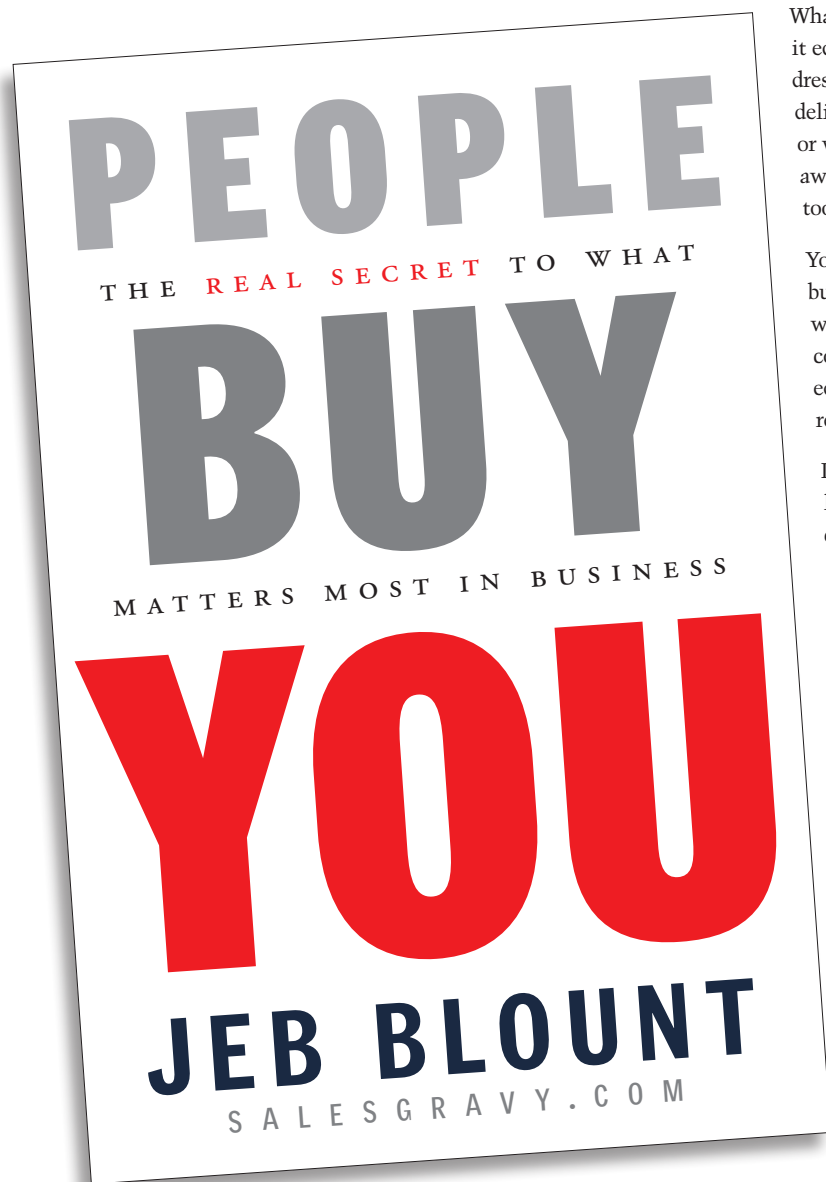


# The ultimate guide to relationships, influence and persuasion in 21st century business.



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Available wherever books are sold.

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.

### *Praise for People Buy You*

"*People Buy You* is not just a self-evident truth, it's your opportunity to discover why and how. Jeb Blount has written an easy-to-understand and easy-to-apply set of principles and actions that can help you earn more the minute you read them."

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"Becoming a business leader or a sales champion transcends your ability to memorize a sales script or follow a regimented system. The real secret to unprecedented success starts with adopting this predominant universal law: who you are is always more important than what you do. In *People Buy You*, Jeb has effectively encapsulated this critical level of thinking. He delivers practical strategies to drive more sales and get more of what matters most in your life and career by leveraging your ultimate, authentic competitive edge—YOU!"

—**Keith Rosen**, executive sales coach and author of the award-winning *Coaching Salespeople into Sales Champions*