



# Getting into Your Customer's Head: 8 Secret Roles of Selling Your Competitors Don't Know

*Kevin Davis*

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Today's buyers are tougher, more knowledgeable and more willing to play hardball than ever before. This practical, field-tested guide demonstrates that understanding the customer is the key to making the sale. With an introduction by Dr. Ken Blanchard, co-author of *The One Minute Manager*, this is a unique book on selling for sales professionals and sales managers. Illustrations.

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