

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

By Jerry Acuff, Wally Wood

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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.

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Editorial Review

From the Back Cover

A proven three-step process for building and leveraging vital business relationships

The Relationship Edge shows you exactly how to build powerful, profitable business relationships. 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. He shows you how to really connect with those important people in your life who are not easy to connect with.

This revised Third Edition includes new contemporary case studies and offers a fresh focus on building and nurturing relationships online. With powerful step-by-step guidance, The Relationship Edge arms you with the tools and advice you need to develop strong, rewarding relationships with customers, coworkers, and managers—and that means more business and more profits for you and your partners.

"Jerry Acuff is the Dale Carnegie of the twenty-first century. In today's social media environment, it's tough figuring out how to develop, maintain, and leverage important business relationships. The good news is the answers you need are in this book." —Paul Cherry, author of Questions That Sell and Questions That Get Results

"As someone who teaches professional selling at the university level, this new edition of Relationship Edge is a must-read for my students. The inclusion of social media and technology in building relationships speaks directly to the college students who will be the torchbearers for professional selling in this millennium. This book will help them become masters of their own destiny."—Dan C. Weilbaker, PhD, McKesson Pharmaceutical Group Professor of Sales, Northern Illinois University

"In business as in life, it is your relationships that will make or break your success. The principles Jerry Acuff teaches are simple but complex in that you must commit to practice them while looking at your relationships more critically. In this highly technical world we live in, one might think that you simply need to be better at the technology, but that is only true once a relationship is established. All deals are still made with a handshake, and no one is better at teaching you how to get there than Jerry. A must-read."—Clarissa Etter-Smith, Area Sales Director, Shire Pharmaceuticals

"The Relationship Edge will help you build and leverage important business relationships using technology and social media. Simply put, the ideas in this book are powerful regardless of what you do for a living." —Duggar Baucom, Head Basketball Coach, Virginia Military Institute

About the Author

Jerry Acuff is CEO of Delta Point, Inc., a Scottsdale, Arizona–based consultancy that helps market-leading companies find new and innovative ways to market products. Over the last fifteen years, he has spoken and consulted extensively on the issues of sales excellence, change leadership, and customer-focused organizations. 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.

Users Review

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Sam Current:

The ability that you get from The Relationship Edge: The Key to Strategic Influence and Selling Success may be the more deep you rooting the information that hide inside words the more you get considering reading it. It does not mean that this book is hard to know but The Relationship Edge: The Key to Strategic Influence and Selling Success giving you excitement feeling of reading. The article writer conveys their point in particular way that can be understood through anyone who read this because the author of this publication is well-known enough. That book also makes your own personal vocabulary increase well. Therefore it is easy to understand then can go together with you, both in printed or e-book style are available. We advise you for having this specific The Relationship Edge: The Key to Strategic Influence and Selling Success instantly.

Leonard Jones:

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Rita Lattimore:

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Success can to be your friend when you're truly feel alone and confuse using what must you're doing of these time.

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