

Bestselling Author Jerry Acuff Redefines Sales in Stop Acting Like a Seller, Start Thinking Like a Buyer

stop acting like
a seller and
**START THINKING LIKE
A BUYER**



*Improve Sales Effectiveness
by Helping Customers Buy*

JERRY ACUFF
with Wally Wood

San Francisco, California Sep 23, 2025 ([IssueWire.com](https://www.issuewire.com)) - Acclaimed sales expert, author, and CEO Jerry Acuff continues to transform the way professionals approach sales with his groundbreaking book, *Stop Acting Like a Seller and Start Thinking Like a Buyer*. The book challenges traditional selling methods and introduces a powerful mindset shift: prioritize the buyer's perspective to build stronger connections, deliver real value, and achieve lasting success.

Praised by business leaders, academics, and coaches alike, [Stop Acting Like a Seller and Start Thinking Like a Buyer](#) has quickly become a go-to resource for professionals in every industry.

"Words matter. If you want to set yourself apart from others, whether you're selling a product or a concept, this is a book to read," said Theresa Martinez, Brand Director at Roche Laboratories.

Acuff's approach has been lauded for its commonsense strategies, practical insights, and its ability to resonate across industries and professions. From sports coaches to corporate executives, readers are applying his strategies to transform how they communicate, influence, and succeed.

"This is a book for people who truly want to have incredible success in sales," said Dr. Dan C. Weilbaker, McKesson Professor of Sales at Northern Illinois University. "Thinking like a buyer is the most powerful way to help customers and prospects think differently about you and your product."

With decades of experience advising Fortune 100 companies and mentoring future leaders, Jerry Acuff has become one of the most trusted voices in sales innovation. Recognized among the Top 7 Sales Experts in the World and listed as one of the 50 Best Salespeople of All Time alongside Steve Jobs, Benjamin Franklin, and Warren Buffett, Acuff brings both credibility and a proven track record to his teachings.

"A mind shift takes place when you read Acuff's book and realize 'it's all about them.'" noted Charlene Prounis, Managing Partner at Flashpoint Medica. "The book helps you understand human psychology and behavior and gives you the practical tips, encouragement, and examples to stand out and be valued by your customers regardless of what you're selling."

Beyond the pages of his books, Acuff is the Founder and CEO of Delta Point, a Scottsdale-based consulting firm that helps global corporations improve sales and marketing performance. His expertise has been featured by MSNBC, The Wall Street Journal, and Fast Company, and he has served as Executive in Residence at institutions including Dartmouth's Amos Tuck School of Business and Northern Illinois University.

Stop Acting Like a Seller and Start Thinking Like a Buyer is available wherever books are sold.

About Jerry Acuff

Jerry Acuff is a renowned sales strategist, bestselling author, and thought leader in relationship-driven business practices. As the CEO and Founder of Delta Point, he has spent his career helping organizations transform their sales strategies by focusing on authenticity, trust, and buyer-centered thinking.



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