

Trust-Based Selling

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Synopsis

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New psychological research into NLP has uncovered easy-to-use, customer-focused strategies to help you understand what your prospective customer is thinking. Learn (1) how to get your prospects to sell themselves; (2) how to discover your prospect's unique buying strategy; (3) how to push your prospect's hot buttons with the "as if" technique; and (4) how to determine your prospect's dominant decision mode so you can present information exactly the way he wants to buy it. Includes a detailed reference guide.

Reader's comments

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