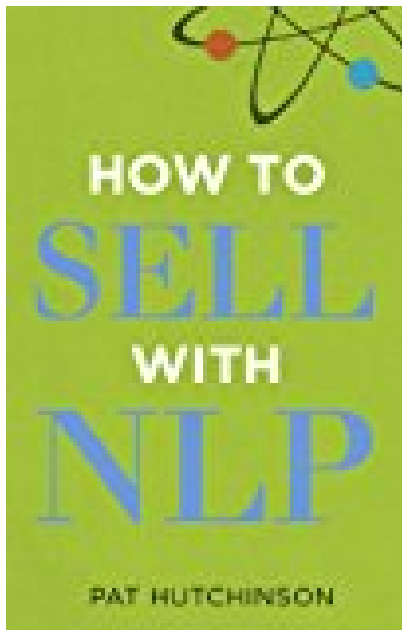


How to Sell with NLP The Powerful Way to Guarantee Your Sales Success



BOOK DETAILS

- Author : Pat Hutchinson
- Pages : 200 Pages
- Publisher : Trans-Atlantic Publications
- Language : English
- ISBN : 027373542X

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BOOK SYNOPSIS

Learn the powerful techniques of NLP to enhance your influence and gain the competitive edge in any sales pitch. This practical guide to using NLP in sales includes real life examples to illustrate techniques that have amazed sales people with many years experience. It also contains easy to follow exercises and tips to practice in real situations. This book will enable you to use powerful NLP techniques to; increase sales, develop trust & rapport, handle any challenge and close a sale elegantly and effectively. Focusing on the sales person as facilitator, this book will also:-
- Reveal the 6 areas of limitation that sales people place on themselves, their prospects and their products and give readers the tools to remove them.
- Enable readers to read and utilise a prospect's buying and decision making patterns.
- Provide a set of NLP tools to achieve win/win outcomes for the sales person and their prospects.

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