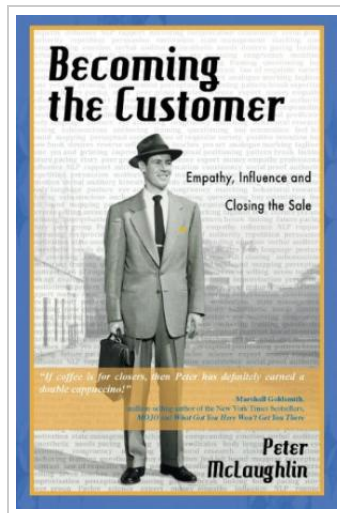




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Becoming the Customer: Empathy, Influence and Closing the Sale (Paperback)

By Peter McLaughlin

Dog Ear Publishing, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Becoming the Customer Beyond the techniques, the methods, and the science of sales, is one great truth: become the customer. See the world through the eyes of your customers or prospects. Understand their deepest motivations. Decode their hidden signals. Speak to them in their language and you will establish better rapport and close more sales. This work draws from the worlds of professional sales, behavioral research, and subconscious influence, including Neuro-Linguistic Programming, body language and hypnosis. It teaches you how to establish trust, understand and overcome objections, utilize the timeless principles of influence, and sell to the unique personality, emotions, needs and desires of your customer. This underlying philosophy -- literally becoming the customer - is the key to hearing what your customers are truly saying, placing their interests above your own, and becoming an agent of their success and wellbeing. In this way, everyone wins. Becoming the Customer is really about becoming a better salesperson. A trained hypnotist and an experienced salesman, Peter weaves both parts of his illustrious career into a cohesive picture, showing us an unconventional path to...



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