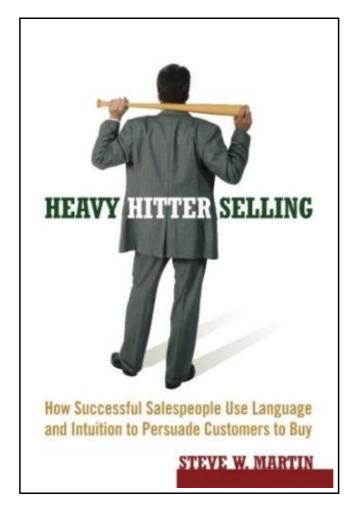
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HEAVY HITTER SELLING: HOW SUCCESSFUL SALESPEOPLE USE LANGUAGE AND INTUITION TO PERSUADE CUSTOMERS TO BUY



John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Heavy Hitter Selling: How Successful Salespeople Use Language and Intuition to Persuade Customers to Buy, Steve W. Martin, What separates ordinary salespeople from Heavy Hitters? The best salespeople are those "Heavy Hitters" who are able to use human nature, language, and intuition to build trusting relationships with customers and persuade them to buy. Based on his proven and effective sales program, author Steve Martin's Heavy Hitter Selling explains how you too can achieve and maintain that high level of sales success. Using real-world case studies, examples, and exercises, Martin provides the psychological, physical, and language-based tactics you need to turn yourself into a Heavy Hitter. Inside, you'll find proven guidance and expert tips on: * Understanding how people think and communicate * Finding the right words at the right time * Predicting a customer's behavior and influencing his thoughts * Building customer rapport and understanding their motivations * Persuading both the customer's rational mind and his emotional subconscious side "Like other sales books published recently, this one stresses the importance of human behavior. But unlike the others, it puts an emphasis on language. Salespeople could well benefit by exploring scientific models of language. Practical exercises make the book useful for everyone." -Harvard Business School Review "This well-written, insightful book will give you ideas and strategies you can use to influence and persuade customers in any market." -Brian Tracy, author, Million Dollar Habits "Traditional selling focuses on product, price, and competition and misses the most important reason people buy-people and emotion. Heavy Hitter Selling offers a different perspective that is valuable in understanding how to win." -Jay Fulcher, President and COO, Agile Software "Heavy Hitter Selling is different-[a book that] will help you make lots of money." -Gerald D. Cohen,...

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