



Heavy Hitter Selling: How Successful Salespeople Use Language and Intuition to Persuade Customers to Buy

By Steve W. Martin

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...



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