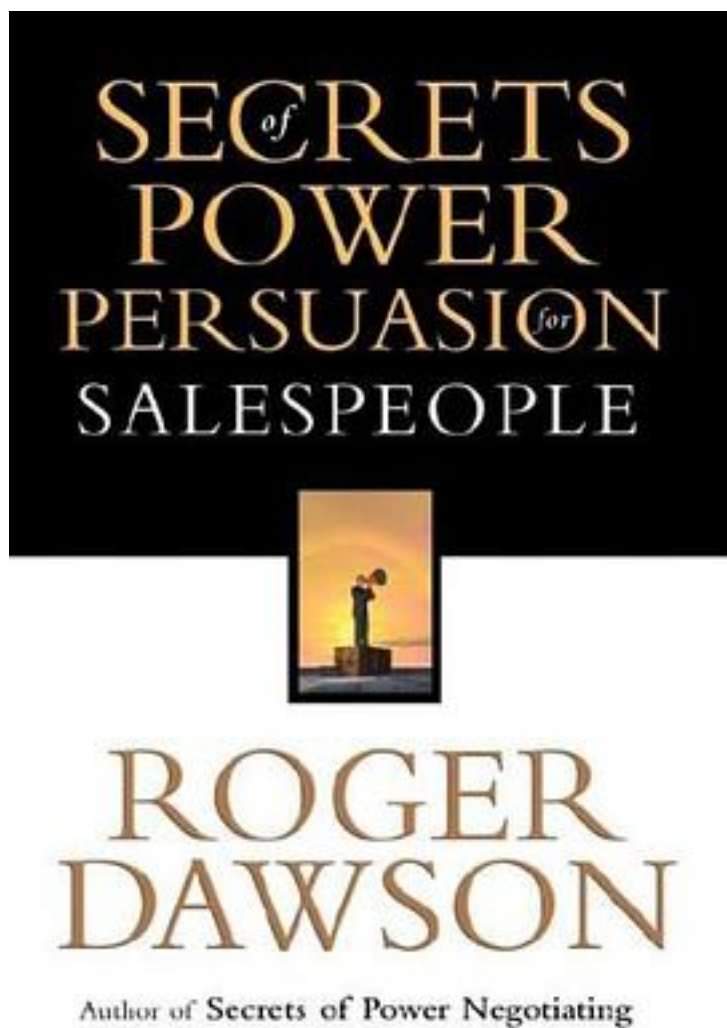


# Secrets of Power Persuasion



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Secrets of Power Persuasion for Salespeople, now available in paperback as well as hardcover, is a powerful, easy-to-read book that delivers scores of proven, effective methods and techniques you can use immediately to achieve the power and influence over buyers you desire. This book helps you master the art of persuasion, in turn helping your sales and profits grow. Divided into four sections covering essential topics such as: Playing the Persuasion Game: the 8 magic keys that control buyers; the 15 ways to make buyers believe you; how to make people decide quickly with the pressure of time; the 8 verbal persuasion ploys to control the buyer. Analyzing Any Buyer: how to distinguish "matchers" from "mismatchers;" what motivates buyers; and how they decide what they want. Becoming a Power Persuader: how to develop charisma and the 12 ways to project charisma to everyone you meet; the secrets to remembering names and faces; easy ways to use humor as a way to persuade buyers. Mastering Persuasion Techniques: the 8 ways to persuade an angry buyer; how to build credibility; the 8 reasons why buyers sometimes won't open up.

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