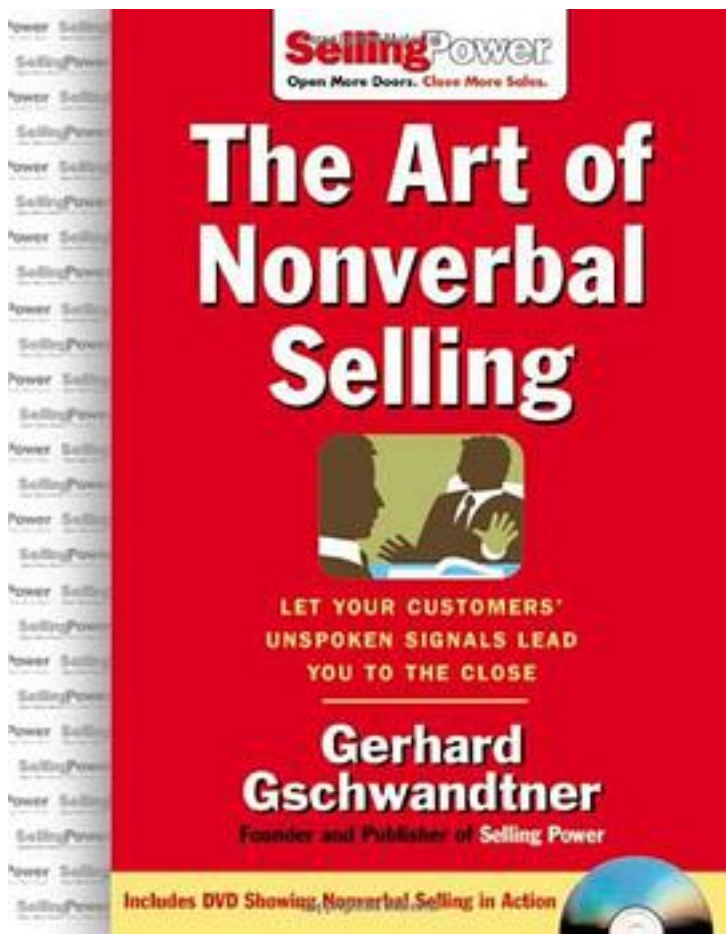


The Art of Nonverbal Selling



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The two leaders in sales publishing team up to bring you an unprecedented library of advice, techniques, and wisdom from the top minds in sales. Sales pros always talk about their "pitch," the words and phrases they use to nail down a deal. But the most

successful sales pros understand the secrets revealed in this book - the nonverbal messages that clients send. Here are clear instructions - and a DVD of nonverbal sales skills in action - that help you to interpret facial expressions, gestures, eye shifts, and many other signals - and then use them to the sales person's advantage. More than 100 photos illustrate how to use nonverbal signals to make a sale. It provides proven responses that reassure the hesitant buyer. It explains ways to make the sales rep's body language communicate "buy" messages.

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