

Persuasion IQ



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Research done at Kurt Mortensen's (TM) Persuasion Institute proves that persuasion is as much a science as an art, though top persuaders universally possess certain skills that make them seem as though they have a natural ability to persuade. In as little time as it takes you to listen to Persuasion IQ, you can transform yourself into a true master of the art and science of persuasion. Through a combination of clear examples and valuable information throughout, Mortensen identifies the 10 critical persuasion skills and reveals the techniques for developing and maximizing each one. You (TM)ll quickly realize how powerful these techniques can be in business and in your personal life. Mastering them will translate directly to: winning more clients and a more reading people more quickly and accurately and deriving more satisfaction from personal and family relationships and closing more sales and earning more than you ever dreamed. And, perhaps most important, hearing that magic word "YES" more often. So whether you (TM)re selling a product, an idea, a plan, or yourself, Persuasion IQ gives you the know-how, the tools, and the confidence to succeed every time. A terrific read and a sure-fire way to improve and enhance your powers of persuasion. This easy-to-read book reveals how you can change minds, influence others, and reach your ultimate goals." "Larry King, Host of CNN's 'Larry King Live' "As an entrepreneur my business relies on the skills learned from Kurt Mortensen in his best selling book, Maximum

Influence. In his new book, Persuasion IQ, Kurt has hit another grand slam. His '10 obstacles that limit your persuasion success' alone will be invaluable to your personal and business success." a " G. William Barnett II, author of the best-selling Are You Dumb Enough To Be Rich?

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目录:

[Persuasion IQ 下载链接1](#)

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[Persuasion IQ 下载链接1](#)

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