



Heavy Hitter Sales Linguistics (Hardback)

By Steve W. Martin

TILIS Publishers, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. This is the first book that truly explains sales linguistics -- the revolutionary field of study about how customers use and interpret language during the decision-making process. Steve W Martin provides communication strategies that enable salespeople to rise above their competition and impactful psychological suggestions that compel customers rational intellect and emotional subconscious to buy. Inside is expert advice on: Language-based strategies and tactics to secure customer meetings; What to say, do, and present in face-to-face customer meetings and phone call; Bonding with customers using sales linguistics, the study of how the customer s mind uses language; Perfecting your sales intuition so you always say the right words at the right time; Extensive examples, illustrations, and exercises in an easy-to-read format. If you are in sales, you make your living by talking. If you were a pilot, you would attend years of flight training school and many hours of simulator training before you were allowed in the cockpit of a jumbo jet. If you were a lawyer, you would intensely study law for several years and have to pass your state s bar exam to ensure...



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