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## Winning Body Language for Sales Professionals: Control the Conversation and Connect with Your Customer-Without Saying a Word

By Mark Bowden, Andrew Ford

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Winning Body Language for Sales Professionals: Control the Conversation and Connect with Your Customer-Without Saying a Word, Mark Bowden, Andrew Ford, Proven nonverbal strategies that win sales. When you are selling, the way you deliver your message will matter as much as, or more than, what you actually say. In this groundbreaking book, body language guru Mark Bowden teams up with renowned sales trainer Andrew Ford to reveal nonverbal communication skills guaranteed to give you the advantage in every sales situation. Winning Body Language for Sales Professionals reveals the universal body language signals that command instant respect and teaches you how to use them to: avoid being perceived as just another "salesperson"; earn lasting trust-without saying a word; interpret others' body language to determine "friends" and "enemies"; create an environment that puts buyers at ease; and influence the feelings and behavior of your prospects. These are the secrets every salesperson has been waiting for. When you communicate in a positive way with your body language, your words hold greater weight than ever-and winning the sale is just a handshake away.



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