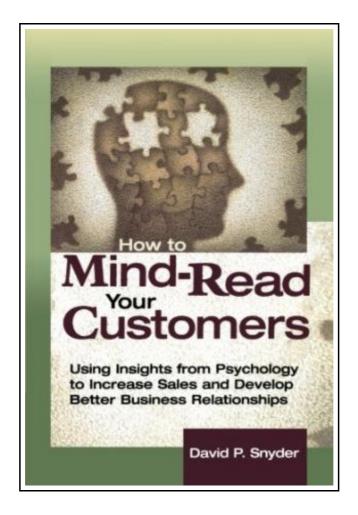
How to Mind-Read Your Customers: Using Insights from Psychology to Increase Sales and Develop Better Business Relationships



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HOW TO MIND-READ YOUR CUSTOMERS: USING INSIGHTS FROM PSYCHOLOGY TO INCREASE SALES AND DEVELOP BETTER BUSINESS RELATIONSHIPS



AMACOM/American Management Association. Paperback. Book Condition: New. Paperback. 224 pages. Dimensions: 8.9in. x 6.0in. x 0.5in.Whats the most important factor in becoming a successful salesperson Is it ambition and drive Maybe its enthusiasm. Or, maybe, success in sales just boils down to good old-fashioned hard work. While all of these things no doubt contribute to sales success, the real key, according to David Snyder, is understanding and knowing how to read different personality types--including ones own. How to Mind-Read Your Customers, which is based on Snyders popular seminar, shows readers how to use the principles of behavioral psychology (made easy and accessible) to master the art and science of salesmanship. Using the books wealth of useful ideas and tools, readers will: Gain insight into their own personalities Identify their strengths and weaknesses Gain a better understanding of themselves Understand and relate better to others Size up people as early as the first phone conversation Improve relationships with customers Enhance teamwork Eliminate mistakes in communication Make a great first impression Increase sales! Innovative and empowering, yet down-to-earth and humorous, this book is an invaluable resource for anyone in sales, marketing, or customer service on how to take selling skills to the next level. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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