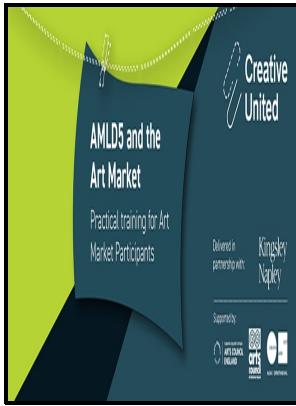


# Selling with science & soul - increase your sales by applying the latest research on selling & the timeless principles of spirit

World Business Pub. - Ways to make money from medical research and donations



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- Peace.
  - Nuclear arms control.
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  - Sales personnel.
- Selling. Selling with science & soul - increase your sales by applying the latest research on selling & the timeless principles of spirit  
-Selling with science & soul - increase your sales by applying the latest research on selling & the timeless principles of spirit  
Notes: Includes bibliographical references (p. 196-203).  
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## Sell Your Science: Developing a Non

Why Selling Is Now A Science In the past, selling was considered both an art and a science because, though some basic knowledge about how people were influenced was known, much of what produces influence was a mystery. Studies have shown that the brain uses anchors, creating a bias that shapes how information is received.

## Is Sales an Art or a Science? It's Both

Using the three techniques above, and the research that supports them, you can make sure your company is ready to win in the virtual selling moment. Perspectives on Organization Communication: 4 th Edition.

## THE SCIENCE OF SELLING

Mirroring the verbal and nonverbal behavior of your buyers will significantly boost their willingness to agree with you. Offer More Than One Option How many options do you give your buyers? What enables one salesperson to outsell another? However, this is no longer true. And those who have embraced it have a dramatic advantage over their competitors.

## Sell Your Science: Developing a Non

However, when it comes to selling services or digital technology, the selling process can be thought of as more artistic.

## Is Selling An Art or a Science

Best of all, this scientific knowledge is readily available and can be used to help you become a top performer.



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