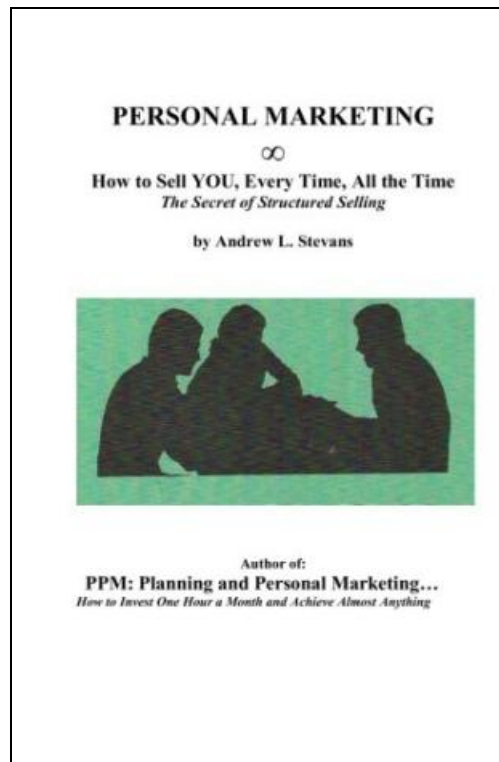


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Andrew Stevans, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. PERSONAL MARKETING What follows is a method (Structured Selling) used to sell yourself and your ideas successfully. It teaches a technique that helps you to maintain high levels of credibility in situations encountered daily. PERSONAL MARKETING. The art of consistently selling ourselves and our ideas follows a simple four-step process. Using every-day examples, Andrew Stevans demonstrates how anyone can achieve success in both their personal and business lives. 1. ESTABLISHING RAPPORT: by acting in a relaxed and friendly manner toward those we meet, we are laying the ground work for mutual trust. 2. CREATING INTEREST AND ADDRESSING NEED: It is necessary to earn the right to talk. To sell ourselves effectively, we must create rapport and gain interest. Our aim is to learn (draw out) the needs of the listener and address his need(s) with a solution that will be mutually beneficial. 3. GAINING REACTION AND AGREEMENT: An important step in selling ourselves is to elicit reaction and agreement from our listener. 4. INITIATING A PLAN OF ACTION: In this last step, you must decide when it is time to ask for the favor that you want, or the job you have just been interviewed for, or perhaps you have been building up the courage to ask that special someone to marry you.



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