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James Borg

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James Borg : The Inner Game of Selling . . . Yourself: Mind-Bending Ways to Achieve Results in Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Inner Game of

Selling . . . Yourself: Mind-Bending Ways to Achieve Results in Business:

The Inner Game of Selling...Yourself: Mind-Bending Ways to Achieve Results in Business offers tips on the art of successful selling not only for professional salespeople but also for anyone in business who wants to effectively get their viewpoint or message accepted. It argues that salesmanship requires no special skills but just draws upon a few basic personal qualities by "putting yourself into selling". Comprised of 12 chapters, this book begins with an overview of salesmanship as an art, focusing on selling as essentially about appealing to human nature. The reader is then introduced to three important techniques of persuasion that enable anyone to strike a chord in the mind of the other(s) and so an idea is accepted: empathy, sincerity, and perspicacity. The importance of questioning and listening in getting inside the mind of someone, as well as holding the audience's attention, is also emphasized. Subsequent chapters explain the importance of a good memory for a person in business who wants to sell himself/herself; the use of the telephone to communicate with potential clients; types of clients; four stereotypical salespeople; the process of negotiation; and the power of words in selling. The final chapter describes the fortunes of a sales manager, first to show how not to do it and then to demonstrate the art of successful selling. This monograph is intended for those in business who wish to know how to sell themselves and how to be able to read people.