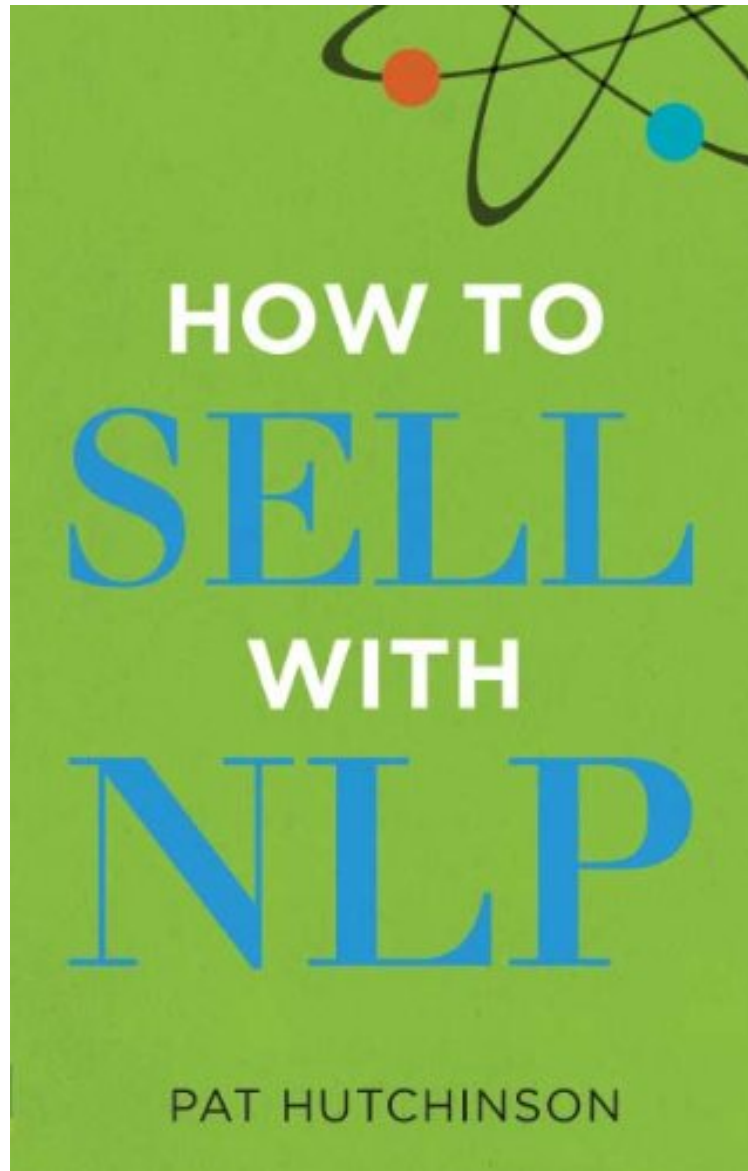


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# How to sell with NLP: The Powerful Way to Guarantee Your Sales Success

*Pat Hutchinson*

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**Pat Hutchinson : How to sell with NLP: The Powerful Way to Guarantee Your Sales Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to sell with NLP: The Powerful Way to Guarantee Your Sales Success:

Learn the powerful techniques of NLP to enhance your influence and gain the competitive edge in any sales pitch. This practical guide to using NLP in sales includes real life examples to illustrate techniques that have amazed sales people with many years experience. It also contains easy to follow exercises and tips to practice in real situations. This book will enable you to use powerful NLP techniques to; increase sales, develop trust rapport, handle any challenge and close a sale elegantly and effectively. Focusing on the sales person as facilitator, this book will also:-  
- Reveal the 6 areas of limitation that sales people place on themselves, their prospects and their products and give readers the tools to remove them.  
- Enable readers to read and utilise a prospect's buying and decision making patterns.  
- Provide a set of NLP tools to achieve win/win outcomes for the sales person and their prospects.

From the Back Cover With the power of NLP you can sell anything you want. Whether you need to build your confidence, enhance your sales technique or develop bulletproof self-belief, NLP gives you the tools to dramatically improve your sales performance, whatever your level or experience. NLP has been used for years to help sales people all over the world to boost their communication skills and achieve success, time after time. Now it's your turn to discover the most effective sales tool on this planet. Inside you'll discover how to:

- Develop trust, rapport and credibility with all your clients
- Handle any sales situation or challenge
- Develop long-lasting relationships that will ensure you'll go from strength to strength with each sale you make

As well as all this, you'll be able to transform any hurdle into an opportunity and achieve a win/win outcome with every single client. Are you ready to be amazed and amazing? Read on!

A must read for all sales people who want to achieve extraordinary results  
Chris Cadd, Sales Director, Panacea Selection Ltd  
NLP is an essential tool for selling; everyone that sells should read this powerful book  
Richard Tyler, Director of Performance and Possibility, BTFI Ltd  
Pat Hutchinson is an outstanding NLP trainer. She has offered invaluable help to my sales team and now you too can benefit from her powerful techniques  
Gavin Aston, Sales Leader, PerkinElmer Inc.  
About the Author Pat Hutchinson established Quadrant 1 International and is currently Sales and Marketing Director at the company. Using NLP techniques long before she ever trained as an NLP trainer, Pat developed sales teams across the world including Europe, Asia and North America. Pat has since incorporated this experience into her NLP business teaching and currently uses NLP to help people in business.