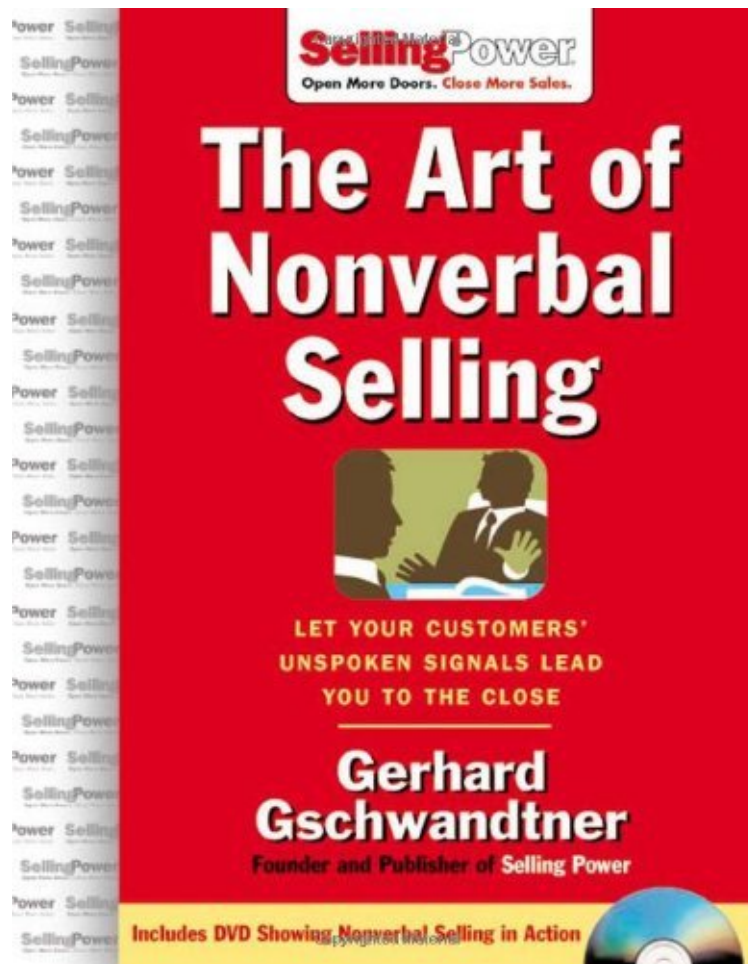


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## The Art of Nonverbal Selling: Let Your Customers' Unspoken Signals Lead You to the Close (SellingPower Library)

Gerhard Gschwandtner

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**Gerhard Gschwandtner : The Art of Nonverbal Selling: Let Your Customers' Unspoken Signals Lead You to the Close (SellingPower Library)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of Nonverbal Selling: Let Your Customers' Unspoken Signals Lead You to the Close (SellingPower Library):

The number-one magazine for the sales industry, Selling Power is read by more than 500,000 sales professionals internationally-five times more than its closest competitor The complete library contains 18 books covering the whole gamut of sales subjects and featuring success stories from legendary salespeople, CEOs, and Fortune 100 companies

From the Back Cover [burst: Includes DVD of nonverbal sales skills in action!] Understand the selling secrets of body language-and close more sales Indirect eye contact. Crossed arms. Fidgeting. Buyers are sending constant signals that can tell you how to make a sale. The key is to recognize what these signals mean - and be prepared with a meaningful response. The Art of Nonverbal Selling offers clear instructions on reading the nonverbal cues that can make or break a sale. This easy-to-read action guide helps you decode facial expressions, gestures, eye shifts, and other buyer signals from first meeting right through closing, enabling you to Better anticipate next moves Know when to move the sale forward Determine how to read stop, caution and go buying signals Overcome buyer resistance Communicate signals that increase customer trust Boost sales and customer satisfaction [interior flap] As a sales professional, you probably spend hours refining your verbal sales pitch. But what does your body language - and your client's - communicate? Do you know the significance of a palm-down handshake as opposed to palm up? Sitting with your legs crossed? What about a prospect who touches his nose frequently or puts his feet on his desk? What are these gestures saying about the possibility of a sale? The truth is, nonverbal communication constitutes 55% of the information expressed during a meeting. According to author Gerhard Gschwandtner, approximately 800 nonverbal messages are exchanged during the average 30-minute sales call - which makes recognizing the signals a critical skill that can double or triple your success rate when combined effectively with your other selling skills. Fortunately, you don't need to be a psychologist to do this. The Art of Nonverbal Selling arms you with the tools and knowledge to do it yourself with specific steps for using nonverbal as well as verbal selling power during every phase of the sales process. Covering everything from preparation, opening and needs analysis to presentation, objections and closing, this invaluable sales tool includes: More than 100 photos that demonstrate nonverbal behaviors in action A DVD that shows you how to interpret nonverbal behaviors-and use your own to influence a transaction Selling scenarios and dialogues you can use in most sales situations Techniques to reduce stress, maintain proper posture, use personal space, know where to sit and reassure nervous customers About the Author Gerhard Gschwandtner is the founder and publisher of Selling Power. He has more than three decades of international sales and marketing experience and is considered one of the leading experts in the field of sales performance.