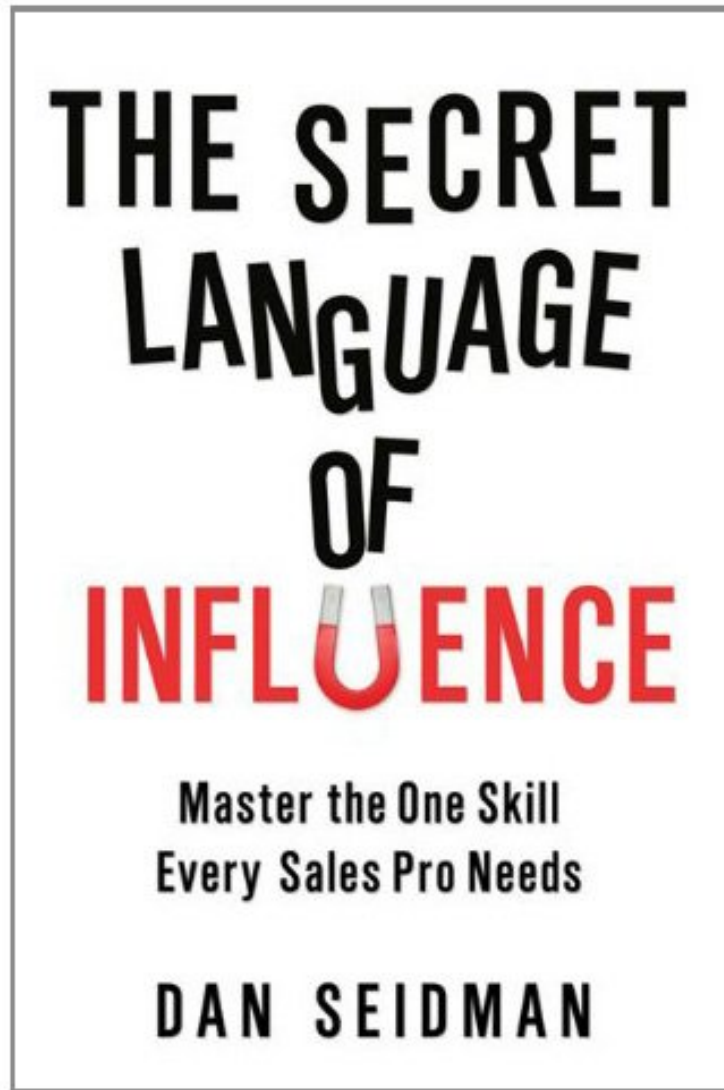


The Secret Language of Influence: Master the One Skill Every Sales Pro Needs

DAN SEIDMAN

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DAN SEIDMAN : The Secret Language of Influence: Master the One Skill Every Sales Pro Needs before purchasing it in order to gage whether or not it would be worth my time, and all praised The Secret Language of Influence: Master the One Skill Every Sales Pro Needs:

1 of 1 people found the following review helpful. (c) understanding that we most often communicate and influence as though we were talking to someone like us; and (d) learning hoBy Carl L. HarshmanThe "Language of Influence" is a little known artifact of neurolinguistic psychology. It is strange that it remains off the radar for so long given the

connection between language, motivation, and performance. Dan Seidman, a proven, international expert in the field of sales and marketing, has captured the essence of the language of influence in his book on selling. If the reader will consider using the recommendations regarding the patterns in the book, he or she will significantly increase his or her power of influence without any highly visible signs of change. The keys are: (a) understanding the link between language and influence; (b) understanding how others process language is key to getting information to them; (c) understanding that we most often communicate and influence as though we were talking to someone like us; and (d) learning how to "read" the other person's patterns and using language that matches them. This book works not only for sales, but also for relationships, day-to-day transactions with others, and life in general. 6 of 7 people found the following review helpful. Excellent Resource of the Sales Professional By John Chancellor A fairly large number of sales people begin their career thinking they need to learn to talk people into buying their product or service. Quoting Bill Brooks, a brilliant sales tactician and trainer, "Listen people into buying instead of talking your way out of the sale." Strategic listening is just one of the highly valuable chapters in this book which is full of valuable and insightful tips and techniques for those who aspire to becoming true sales professionals. In order to master the art of selling, you need to develop the skill and ability to influence others. The starting point of influencing others is understanding why people do the things they do. All buyers are not created the same. Dan Seidman, the author, explores the various types of buyers in great detail. There are toward buyers and away buyers. Some buyers are motivated to move towards goals while others are motivated to move away from pain. Some buyers act like tortoises (slow and deliberate) and others act like the hare (fast). There are artist buyers (creative, spontaneous) and accountant buyers (systematic and deliberate). And you also have big picture buyers and detail buyers. As you see the different buying styles of various buyers you come to fully understand that one sales pitch will not fit all buyers. You must understand what type of buyer you are dealing with and tailor your approach directly to their style. There are many other topics covered in Part one - there is a chapter on strategic listening, the power of storytelling, questions that advance the close and opening strategy for all sales calls - just to name a few. In Part one you will learn many valuable ways to influence others. This section is not just for reading. If you aspire to become a sales professional, you will need to study Part one and master the skills taught here. Part two is all about influencing yourself. Here you will learn about resilience, how to handle rejection, how to set goals, priorities, achieve balance, develop the proper attitude and control your self-talk. This section is a great condensed self-help book. Part three is all about implementation. It does no good to learn new skills unless you put them into practice. In part three, Mr. Seidman summarizes the strategies taught in the book and gives you a direction to take to become a sales pro. The book is well written, easy to read and full of very valuable content. There is a surprising amount of very excellent information in this book. There are plenty of examples to illustrate the teachings. In order to make the lessons easier to learn and remember, there is an ample use of humor scattered throughout the book. The information is based on Mr. Seidman's years of experience in sales and sales training. He also draws on and refers to a wide range of research and experts to validate and supplement his own knowledge. This is an excellent reference and teaching guide for those wanting to accelerate and elevate their sales career. 2 of 3 people found the following review helpful. Get this book - read and reread it By Reg Nordman Another fine book from the good folks at Amacom. This is an easy to read, very insightful and terrifically useful sales managers and salesman's book. The author not only provides you with what you need to really raise your sales game, he follows his own advice in how he presents the information. You will learn and be educated on this topic like never before. I appreciated that this material compliments any type of sales training or process you follow. He has three dozen major topics, from which he then points out the twelve activities to get yourself started. I appreciated his short direct chapters. Some of my "found" items were how to: build a strong opening strategy (reinforce the time, the objective and the yes/no aspect of the call beforehand) prepare beforehand your reps with the proven strong responses to the six most common objections (also pointed on in contextual pricing preparation) find great sources of humor influence your "self talk to be positive show your reps the data they need to know Get this book - read and reread it. With the growing emphasis on having and using valuable content, this will become a classic.

Great selling is invisible. Influence occurs at a level just below the buyer's awareness. That's important because today's buyer is savvy and all too familiar with traditional selling techniques. However, a few simple words—the right words—can transform an awkward sales call into a comfortable conversation and a resistant prospect into a happy customer. Some people, for example, want to hear about the money they'll save, while others respond to the pain they'll avoid. By identifying different ways buyers are motivated, salespeople can quickly customize their conversations and lead prospects to "yes." The Secret Language of Influence reveals the best ways to approach buyers who are: Motivated by benefits vs. problems; Proactive vs. reactive; Big-picture vs. detail-oriented; Systems thinkers vs. creative minds; Influenced by external feedback (testimonials, evidence) vs. internal factors (feelings, personal experiences, beliefs). From the use of storytelling, humor, and emotion-evoking language to words to avoid and questions that advance the sale, this entertaining and

practical book demonstrates the power of words to break down resistance and change buyers'squo; minds.