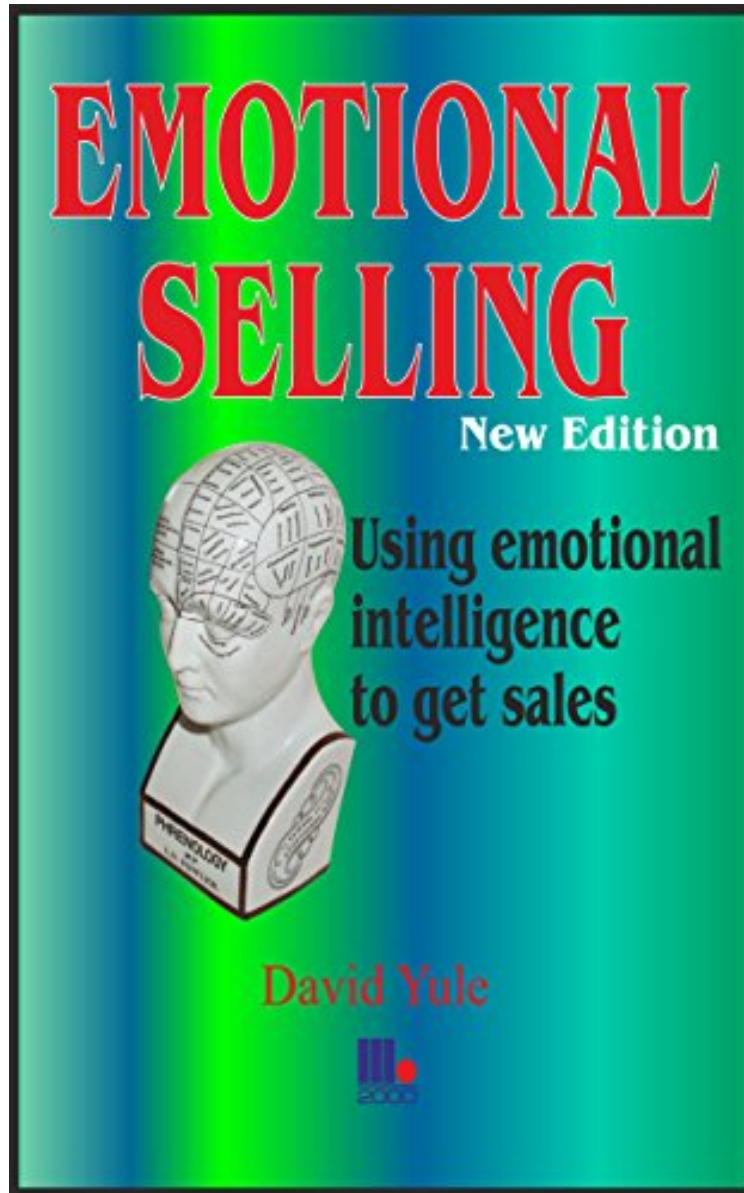


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Emotional Selling

David Yule

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David Yule : Emotional Selling before purchasing it in order to gauge whether or not it would be worth my time, and all praised Emotional Selling:

It has been estimated that 80% of all buying decisions are based on emotion. The key to successful sales is making the

right connection with the customer, and extracting the right emotional response. Emotional Selling sets out a tried and tested technique to achieve this objective by thinking, acting and responding on the basis of emotion. This book will enable readers dramatically to improve their sales performance, and enjoy it at the same time... Areas covered include: bull; motivating people to talk to you bull; finding out what they really, really need bull; proposing solutions bull; addressing concerns bull; achieving a genuine WIN-WIN close.