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Brady G. Wilson

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FINDING THE STICKING POINT



**Increase Sales by Transforming
Customer Resistance into
Customer Engagement**

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Author of Juice: The Power of Conversation

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Brady G. Wilson : Finding the Sticking Point: Increase Sales by Transforming Customer Resistance into Customer Engagement before purchasing it in order to gage whether or not it would be worth my time, and all praised Finding the Sticking Point: Increase Sales by Transforming Customer Resistance into Customer Engagement:

This brief, incisive, and entertaining book will take you to that place where sales are made with energy and flow. Finding the Sticking Point shows you how to converse with your customers in ways that help you: Find the point of resistance to a sale Detect its connection of this point of resistance to your customer's emotional needs and energizers Build a relationship based on trust Increase your sales by revealing the Bigger Reality between you and your customers. As the author puts it: "Selling is not about closing sales; it's about opening relationships: engaging relationships that will support many closed sales."