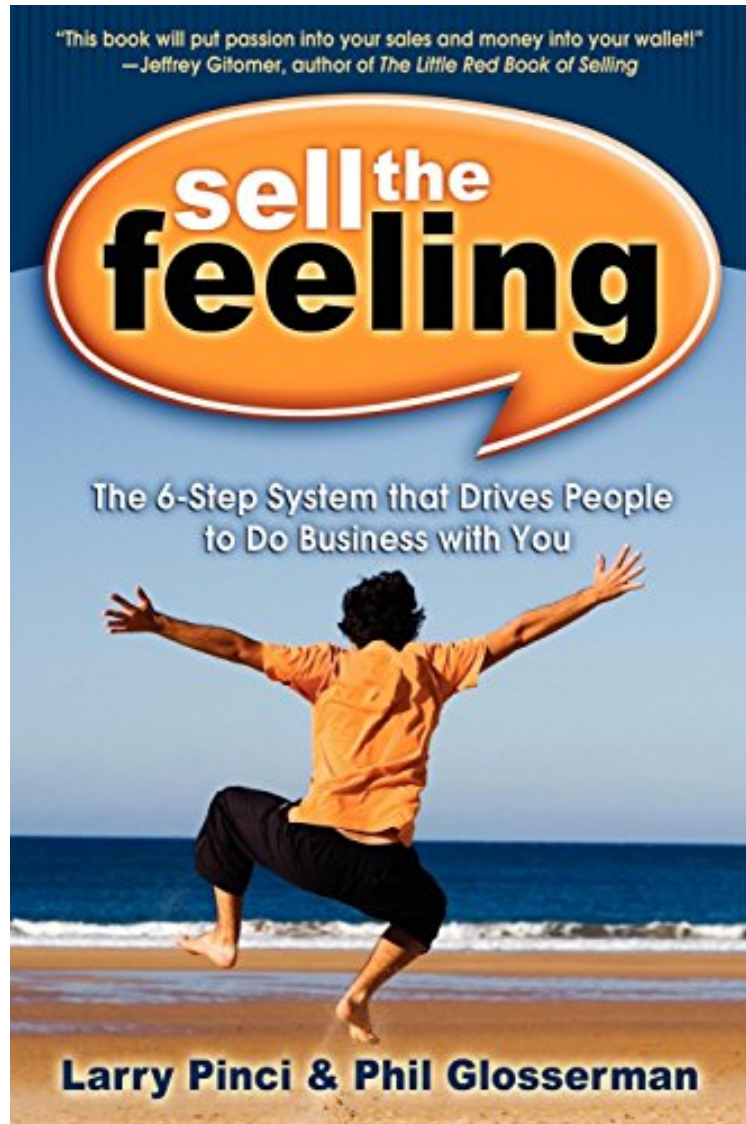


Sell the Feeling: The 6-Step System That Drives People to Do Business with You

Larry Pinci

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Larry Pinci : Sell the Feeling: The 6-Step System That Drives People to Do Business with You before purchasing it in order to gage whether or not it would be worth my time, and all praised Sell the Feeling: The 6-Step System That Drives People to Do Business with You:

0 of 0 people found the following review helpful. The Most Interesting "Novel" About How to "Sell the Feeling" By H. LiI bought this book because my employer was telling me about "Selling the Feeling," and how people buy based on whether their emotional needs are met - not because of the technical specification jargon. I thought this was extremely

interesting, and I immediately found reviews and previews to this book. Let me start off - it is absolutely amazing because it is in the form of a novel. It is so fun to read! I was expecting it to be like a textbook format of - "You gotta do X Y Z to get da moneyz" or something. Even the characters are loveable - you can really connect to them. Neil is a salesman who is mediocre at what he does - he sells himself and doesn't care about his prospects' needs. Then one day he meets Sam, an old rich man, as a client. Sam tells him that he doesn't know what he is selling. Neil decides to take things into his own hands and tries to improve himself. After improving himself, he reproaches Sam in hopes of approval. After Neil's persistence, Sam decides to take him under his wing to learn to be a salesman powerhouse - how to "Sell the Feeling." "Trust, Confidence, and a Feeling of being taken care of." I'd highly recommend this book to anyone - it is a great read! 0 of 0 people found the following review helpful. There is no such thing as a perfect book but this one comes close. By Slaqjaw Here's the big question, "What is sales?" This book goes a long way in answering that. In my words, the summary of this book and answer to "What is sales" is being allowed into someone's life to help. Most of sales is like selling something while standing at a front door. In this book you will learn how to be invited in and sit down at the kitchen table or a cup of coffee and a piece of pie and selling to meet the needs and desires, I.e. The feeling, of a client. 0 of 0 people found the following review helpful. BREAKTHROUGH!!! By TVolpeHumphreys This is not just another boring, how to sell, business monologue, the kind where you have to keep your eyelids open with toothpicks therefore making it difficult to grasp and apply the concepts...NO!...This is a genuine bonnified MUST READ! Get the sequel - The Referral Code! Nope...and no one paid me to say this!!!! WELL DONE! The story form makes it so enjoyable, easy to retain, thrilling to apply, touches the emotion which then...seals the Deal!!! You truly captivated me as you Sold The Feeling to me in this book! PS I also love the application of NLP!

Sell the Feeling has a crucial message for anyone who wants to attract more clients, customers, or repeat business: "People buy based on feelings." Sell the Feeling shows readers how evoke the essential feelings that motivate people to do business. It is the first book of its kind that deals with the critical role of feelings in the selling and buying process. Sell the Feeling lays out a simple six-step process of influence for salespeople, advisors, and professionals--even those who don't consider themselves in sales. Written as an entertaining and inspiring story and illustrated with off-the-wall cartoons, this book makes the process easy to grasp and retain. Many professionals are hindered by their own negative emotions and attitudes about selling. Sell the Feeling shows readers not only how to master their buyers' psychology, but how to master their own "inner game" of selling. Sell the Feeling is destined to become a classic work on sales and influence.

""This is THE book for professionals who sell, including those who hate selling. It's simple in its approach, but it creates brilliant results. This is the best book on selling for professionals--period!""