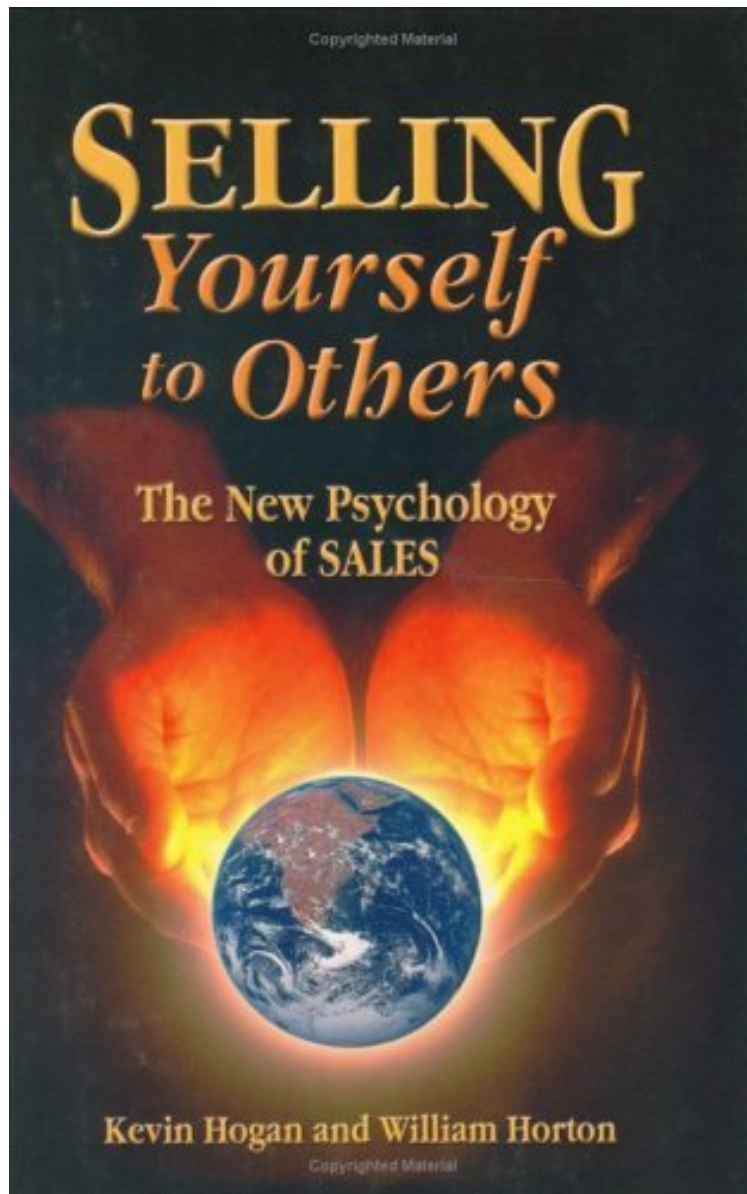


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## Selling Yourself To Others: The New Psychology of Sales

*Kevin Hogan, William Horton*  
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**Kevin Hogan, William Horton : Selling Yourself To Others: The New Psychology of Sales** before purchasing it in order to gage whether or not it would be worth my time, and all praised Selling Yourself To Others: The New Psychology of Sales:

15 of 15 people found the following review helpful. Classic Salesmanship updated with latest researchBy Rob NorthrupI have read most of Kevin Hogan's books and this is one of my favorites. Since I am a field sales pro and I make hundreds of face-to-face and thousands of ear-to-ear sales calls every year, I am always looking for the slight

edge that will give me a better chance to help my customers overcome their resistance to buying, and make the decision that will help them in the long run. This book, "Selling Yourself to Others" is chock-full of good ideas, many of which I have tried and tested in the field with good results. One anecdote that stands out is the Nissan car salesman who used an anchoring technique to take a person who was "just looking" and turn him into a Maxima buyer in less than a couple of hours. Could you use techniques like this in your sales arsenal? The forward by Jeffrey Gitomer is cool- and he advises to use a highlighter and not to read this too fast. I think that is good advice, and I would add-- read it more than one time, and test the things you find in your own sales career. You will come away much richer than the measly \$20 or so wants for this book. Just get it. 2 of 2 people found the following review helpful. Advanced sales techniques for the professional salesperson By Steven Chambers Kevin Hogan's Selling Yourself to Others: The New Psychology of Sales looks at some of the more advanced techniques and strategies you can use to understand your customer, motivate yourself and improve your personal sales process. There is very little fluff or filler in this book. I felt the best parts were the chapters on understanding the mind of the customer, mastering body language and tuning into your clients unconscious communication in order to seal the deal. This is NLP on steroids and the author has applied it uniquely to the sales process with examples and stories. It is powerful information that you need to start using. The author spent many years in the field going belly-to-belly with customers, which is something I expect from the author of a sales book but don't always get. Believe me, it makes quite a difference in terms of the quality of the advice given in the book. In addition he has applied many years of book learning to his experiences in order to show you a powerful and effective way to supercharge your sales career and income. I have gained greatly from this book. My sales game is better and more refined after adopting some of the information in this book. It made a difference in my sales career and I am sure it can change yours too. 0 of 0 people found the following review helpful. Now there are good things about this book and bad things. By Adis This is my first review. Now there are good things about this book and bad things. If you read Kevin Hogans books Talk Your Way To The Top, and Covert Hypnosis you will see he just copied parts from these two books in to this one. So if you read Kevin Hogans books before, he doesnt disclose anything new here. Thats it for the bad part. Now the good stuff thats in this book. Despite copy/paste antics of Kevin Hogan this book is a salesmen best friend. It does offer great mindsets and techniques you can use. And for the fans of "covert hypnosis" youll see how its done for real in this book. The information in this book (although copied), is phenomenal. And the insights the co-author provided on anchoring is priceless. Pays off, even if you dont work in sales. My suggestion is buy the book. Even if you read KHs previous work, this one is still worth the money. And the insights from his co-author make me a happy customer, I bought this primarily to learn how to use anchoring in the real world. Thats it for me.

This comprehensive guide to selling uses state-of-the-art concepts of suggestion, hypnosis, and nonverbal communication.

From the Inside Flap "If there is a DNA of selling, this book unlocks the genetic code." --from the foreword by Jeffrey Gitomer "I got chills up my spine as I started flipping through your new book. I'm afraid I'm either going to have to buy all rights to this thing from you and take it off the market, or buy all copies to keep you from selling it. This material is the most powerful stuff I've EVER seen for selling, persuading, and motivating--- without anyone but you knowing it. Truly amazing. You've hit another one out of the park and over the stands." --Joe Vitale, author of "Hypnotic Writing" ebooks In this groundbreaking guide, Kevin Hogan and William Horton identify and explain all the components of a successful sale, creating a new twenty-first-century sales model. Using cutting-edge research and the latest techniques in human influence, the authors demonstrate how to identify prospective customers and communicate with them so effectively that a sale is virtually guaranteed. The authors believe that selling is the most important job in the world, one that drives all economic growth. Sales careers have also made more millionaires and billionaires than any other line of work. Here are the tools needed to succeed in this exciting field. Selling is basically meeting the desires of the customer. Learn the four core desires, and sixteen offshoot desires, of every potential buyer and how to appeal to those needs. Effective communication is the most important tool to successful sales, but just listening to the customer is no longer enough. The authors cover all aspects of verbal and nonverbal communication, including building rapport, reading body language, and calibrating oneself to the customer's needs. Anchoring, or installing a stimulus to buy, is just one of the advanced techniques discussed here. Kevin Hogan developed the nine laws of persuasion but has since discovered a tenth law. Learn how using the law of time perspective, along with the first nine laws, can turn browsers into buyers. Finally, Hogan and Horton share their "secret ingredients," 150 words and the effective language patterns that make customers buy. With its wealth of up-to-the-minute research and techniques, Selling Yourself to Others: The New Psychology of Sales is a surefire road map to sales success. Kevin Hogan's expertise in the fields of psychology and human influence has made him a sought-after speaker and teacher worldwide. His books have been translated into many languages, including Chinese Complex Characters, Indonesian, Polish, Spanish, and Portuguese; and foreign rights have been sold in over ten countries. He is the author of Talk Your Way to the Top: Communication Secrets to Change Your Life, The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking, and coauthor,

with Mary Lee LaBay, of *Through the Open Door: Secrets of Self-Hypnosis*, all available from Pelican. William Horton is a licensed clinical psychologist and is considered one of the world's leading experts in neuro-linguistic psychology and subconscious communication. From the Back Cover "Selling Yourself to Others contains 100% selling power! There's not an ounce of fluff in the book. Once you learn how to read and understand your client's core desires you will transform yourself and your selling team into superstars. This is the book we have been waiting for!"--Dan Yaman, president of EventThink At last, cutting-edge advice from two leading figures in the field of sales psychology! Kevin Hogan and William Horton not only reveal what compels people to buy, but also explain exactly how to tap into those desires. Using the authors' ten laws of selling, based on Hogan's nine laws of persuasion, a well-prepared salesperson can virtually guarantee a successful sale, every time. Other important lessons covered in this book include using calibration to really understand the customer's needs, installing "anchors" to inspire a customer's desire to buy, and 150 words that can change customers' minds. Together, all these tools create a brand new twenty-first-century selling model, clearly and completely explained for anyone seeking sales success. As expert Jeffrey Gitomer writes in his foreword, "Don't read this book once. Read it at least twice." "I guess the only real problem I have with this book is that I wish I would have written it."--Jeffrey Gitomer, author of *The Sales Bible* "Kevin Hogan teaches you . . . to help you turn wary prospects into willing--and satisfied--customers."--*Selling Power* About the Author Kevin Hogan is a national public speaker and founder of Success Dynamics Foundation, a nonprofit organization that strives to teach schoolchildren about making correct choices about drug use. An expert on body language, he is sought after by the media and even has interpreted President Clinton's demeanor during a televised speech for the New York Post . He holds a doctorate of clinical hypnotherapy from American Institute of Hypnotherapy (Irvine, California) and a Ph.D. in metaphysics from the American Institute of Holistic Theology (Youngstown, Ohio). Dr. Hogan has a clinical hypnotherapy practice and sees clients daily. He resides in Eagan, Minnesota. William D. Horton is a licensed clinical psychologist who is particularly interested in neuro-linguistic psychology and hypnosis. Horton has won several awards, including the 2001 Educator of the Year Award from IACT, and has appeared on over 200 radio and television shows. William Horton continues to practice psychology and is considered one of the world's leading experts in neuro-linguistic psychology and subconscious communication.