Persuasion IQ: The 10 Skills You Need to Get Exactly What You Want

By Kurt W Mortensen

BRILLIANCE AUDIO, United States, 2015. CD-Audio. Book Condition: New. Abridged. 171 x 133 mm. Language: English . Brand New. Research done at Kurt Mortensen s Persuasion Institute proves that persuasion is as much a science as an art though top persuaders universally possess certain skills that make them seem as though they have a natural ability to persuade. In as little time as it takes you to listen to Persuasion IQ, you can transform yourself into a true master of the art and science of persuasion. Through a combination of clear examples and valuable information throughout, Mortensen identifies the 10 critical persuasion skills and reveals the techniques for developing and maximizing each one. You ll quickly realize how powerful these techniques can be in business and in your personal life. Mastering them will translate directly to: winning more clients reading people more quickly and accurately deriving more satisfaction from personal and family relationships closing more sales earning more than you ever dreamed. And, perhaps most important, hearing that magic word YES! more often. So whether you re selling a product, an idea, a plan, or yourself, Persuasion IQ gives you the know-how, the tools, and the confidence to succeed every...

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