

- |                         |   |
|-------------------------|---|
| 1. Record Nr.           | UNICAMPANIASUN0089699   |
| Titolo                  | 1971 . 2: 1 . Mai bis 30 . September 1971 / wissenschaftliche Leilerin Ilse Dorotee Pautsch ... [et al.]  |
| Pubbl/distr/stampa      | München : Oldenbourg, 2002  |
| ISBN                    | 34-86566-18-0   |
| Descrizione fisica      | 713-1477 p. ; 25 cm.  |
| Lingua di pubblicazione | Tedesco   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| 2. Record Nr.           | UNINA9910151654203321   |
| Autore                  | Hutchinson Pat  |
| Titolo                  | How to sell with NLP : the powerful way to guarantee your sales success // Pat Hutchinson   |
| Pubbl/distr/stampa      | Harlow, England ; ; New York : , : Pearson/Prentice Hall Business, , 2010   |
| ISBN                    | 0-273-75992-2<br>1-282-98363-6<br>9786612983634<br>0-273-73543-8  |
| Edizione                | [1st edition]   |
| Descrizione fisica      | 1 online resource (187 p. ) : ill   |
| Disciplina              | 658.85019   |
| Soggetti                | Selling<br>Neurolinguistic programming<br>Success in business   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Includes index.   |
| Nota di contenuto       | Selling in the twenty-first century -- Building strong relationships -- How your clients make decisions -- Aligning with your role, your clients and your organisation -- Believing your way to success -- What |

are you aiming for? -- Rapport gets you everywhere -- The elegant language of sales -- Using frames to keep control -- Selling to groups -- The NLP sales process.

---

Sommario/riassunto

Learn the powerful techniques of NLP to enhance your influence and gain the competitive edge in any sales pitch. This practical guide to using NLP in sales includes real life examples to illustrate techniques that have amazed sales people with many years experience.

---