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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.