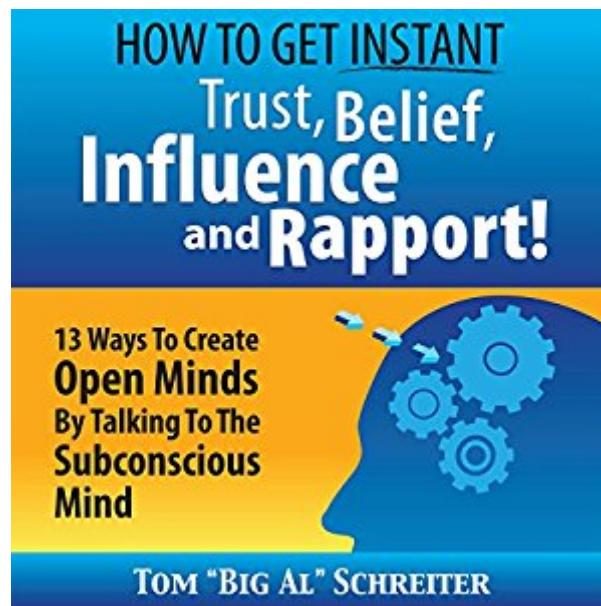


The book was found

How To Get Instant Trust, Belief, Influence, And Rapport!: 13 Ways To Create Open Minds By Talking To The Subconscious Mind



Synopsis

Why can't salesmen sell? And why won't prospects listen? We offer great products to prospects. We say great things to people. We share our vision and passion with others. And they don't buy, they don't believe us, and they don't share our vision and passion. We say great things, but people don't believe us, and they don't trust us. So we don't need more good things to say. Instead, we need to learn how to get people to believe and trust the good things we are saying already. It's not about the presentation. It's not about the price. It's not about the salesman's breath. It is not about the leader's PowerPoint presentation. It is all about the magical first few seconds when we meet people. What happens? In the first few seconds, people make an instant decision to: 1. Trust you. Believe you. or 2. Turn on the salesman alarm. Put on the "too good to be true" filter. Be skeptical. Look for "the catch." This decision is immediate, and unfortunately, usually final. In this book, you will learn easy four and five-word micro phrases and simple, natural techniques that you can master within seconds. Yes, this is easy to do! Your message should be inside of other people's heads, not bouncing off their forehead. Your obligation is to get your message inside of their heads so they will have options and choices in their lives. Now, if you can't get people to trust and believe your message, then you will effectively be withholding your message from them. Use these tested, clear techniques to build that instant rapport with other people and then, everything else is easy. If you are a leader, a salesman, a network marketer, an influencer, a teacher, or someone who needs to communicate quickly and efficiently, this book is for you.

Book Information

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Based #51 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales

Customer Reviews

There were so many glowing reviews of this book that I decided to check it out. When I started searching for a book to read on marketing, I was hoping to find something that applied psychology to the process. The subtitle "13 ways to create open minds by talking to the subconscious mind" drew me in. Perhaps I'm biased by having dated a psychologist for 3 years, I'm not sure. Suffice it to say, it's unlikely that anything in this book is based on any peer-reviewed clinical research, or anything even remotely close to scientific process, thus I believe the statement about learning to talk to the subconscious mind is at best, a false premise. He spends a lot of time talking about opening lines to develop rapport and he (in my opinion) devotes too much ink to filling the pages with such examples (as if he were trying to fill space in the book to give it a higher page count?). The premise is that to develop rapport you have to say something that the prospect can believe within the first few seconds of meeting you. Here's some of the examples he gives if you're trying to sell a car: "People judge you by your car. It's not fair, but true." "A new car makes us feel good. We deserve a little joy every day." And some examples for selling diet products: "Dieting is difficult and we just don't have time to exercise." "Starving ourselves won't work, we all need to eat." Does anyone feel like they're listening to a ridiculous infomercial? Does anyone feel like they're about to be pitched to? That's what my perception was within the first nanosecond of reading those phrases. There's a myriad of similar examples just as ridiculous.

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