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Sales From
Average To
Rainmaker Using
The Power Of
Psychology To
Increase Sales
Power Of
Psychology To
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Doing well with

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Psychology Of

*money isn't
necessarily about
what you know.*

*It's about how you
behave. And*

*behavior is hard to
teach, even to
really smart
people.*

*Money—investing,
personal finance,
and business
decisions—is*

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*typically taught as
a math-based field,
where data and
formulas tell us
exactly what to do.*

*But in the real
world people don't
make financial
decisions on a
spreadsheet. They
make them at the
dinner table, or in
a meeting room,*

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where personal history, your own unique view of the world, ego, pride, marketing, and odd incentives are scrambled together. In The Psychology of Money, award-winning author Morgan Housel shares 19 short

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***stories exploring
the strange ways
people think about
money and
teaches you how
to make better
sense of one of
life's most
important topics.***

***Ebook: The
Science of
Psychology: An
Appreciative View***

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*First Published in
2004. Routledge is
an imprint of
Taylor & Francis,
an informa
company.*

*The biggest
challenge facing
salespeople today
is securing
meetings with C-
level executives
(CEO, CFO, CIO,*

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*CMO, etc.) and
convincing them
to buy in the life-or-
death meetings
that determine
which salesperson
will win the deal.*

*Based upon
extensive
interviews with
more than 500 C-
level executives,
Steve Martin's*

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Heavy Hitter Sales Psychology helps salespeople understand how the C-level executive thinks and communicates and how to adapt their use of language to match C-level decision makers'. Martin provides language-

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based strategies that enable their message to rise above the competition's, a tactical plan of execution, and impactful psychological suggestions that compel executives to take action.

Introduction to Ind

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Industrial/Organizational Psychology
Sales From
Psychology

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Rainmaker: How to
Learn to Think
Like Your

Customer to Close
Every Sale

Timeless lessons
on wealth, greed,
and happiness

How to Increase
Your Sales

How to Persuade

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Psychology Of
**People and
Sales From
Average To
How to Penetrate
the C-Level
Executive Suite
and Convince
Company Leaders
to Buy**
**If you're a sales
professional who
wants to
succeed, you can
benefit from**

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The Buyer Of
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these familiar words: “Know thyself.” Even more important, you should also know your customers. The Psychology of Sales Success shares insights into three psychological dynamics driving

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the sales
Sales From
process: the
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salesperson, the
Rainmaker Using
salesperson's
The Power Of
desire for
Psychology Of
success, and the
Sales
customer.
Featuring action
steps as well as
knowledge from
leading
psychologists,
psychiatrists,

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**business school
professors,
Average To
successful
authors, and
talented sales
professionals, the
book will help
you to: Develop a
successful
attitude, master
the thinking
habits of
successful sales**

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The Power Of
Psychology To
Increase
Lower

**professionals,
and harness their
powers of
concentration
Handle customer
anger,
procrastination,
and rejection;
deal with
confrontations;
and double their
listening power in
minutes Lower**

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their own
Sales From
anxieties and
Average To
boost confidence,
Brainmaker Using
eliminate stress,
The Power Of
and become more
Psychology For
action oriented
Whether you are
planning to
pursue a career
within the
psychology
profession or
wondering how

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***best to apply the
skills you have
gained during
your psychology
studies to
another vocation,
this practical
book will help
you to explore
the many
avenues open to
you. Based on a
survey of over***

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real life
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*ranging from jobs
in health, therapy
and education to
private sector
roles in
marketing, public
relations or the
media. By
encouraging
readers to think
laterally about
their transferable
skills, the*

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**authors outline
60 career profiles
that are directly
and indirectly
related to the
discipline of
psychology. For
each occupation
the book
outlines: The
main tasks and
challenges
involved**

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Personality
attributes that

are suited to the

job Skills needed

Further training

and qualifications

that may be

required

Voluntary work

placement, part-

time, and casual

job opportunities

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graduate, this
book is the most
practical
resource
available on
career choices;
whether you are
embarking on***

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**your first job or
looking for a**

**change of career,
this book is**

essential reading.

Double and triple

your sales-in any

market. The

purpose of this

book is to give

you a series of

ideas, methods,

strategies, and

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The Psychology Of
The Great Ones**

**techniques that
you can use
immediately to
make more sales,
faster and easier
than ever before.
It's a promise of
prosperity that
sales guru Brian
Tracy has seen
fulfilled again
and again. More
sales people have**

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**become
millionaires as a
result of listening
to and applying
his ideas than
from any other
sales training
process ever
developed.**

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Advertising and
Its Relation to
Selling,***

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Control of
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Psychology and
Philosophy
Taking Control of
the Customer
Conversation**

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provides an
accessible
approach to
psychological
theory and its
applications
to the world
of work. Using

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both classic theories and research along with the latest developments and innovations, this student-centered text shows practical

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**applications
of theoretical
concepts using
examples from
work
situations
that students
may be
familiar
with—such as
service
industries,**

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internet
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companies, and
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startups—in
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addition to
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traditional
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office and
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factory work
settings. Each
chapter
includes key
terms and
review

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questions, and
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the text
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features
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special
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sections
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highlighting
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applications
of I/O
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theories,
psychological
approaches to

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situations,
and current
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research and
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seventh
edition is
thoroughly
updated to
include the
latest**

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each key
topic. It also
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coverage of
international
issues, job
engagement,
and emerging
topics in the
field, such as**

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bullying,
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and
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organizations,
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agile
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organization
structures,
and web-based
training and
assessment.
The book will

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of work
behavior
courses. For
additional
resources,

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**please consult
the Companion
Website at [www
.routledge.com
/cw/riggio](http://www.routledge.com/cw/riggio),
where
instructors
will find an
expanded
instructor's
manual, test
bank, and**

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**lecture
slides, and
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summaries and
learning
objectives.**

Ronald E.

Riggio is the

Henry R.

Kravis

Professor of

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Claremont
McKenna
College. He
has published
nearly two-
dozen authored
or edited
books and more
than 150**

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**The New
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Selling The
sales
profession is
in the midst
of a perfect
storm. Buyers
have more
power—more**

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**information,
more at stake,
and more
control over
the sales
process—than
any time in
history.**

**Technology is
bringing
disruptive
change at an e**

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**ver-increasing
pace, creating
fear and
uncertainty
that leaves
buyers
clinging to
the status
quo.**

**Deteriorating
attention
spans have**

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**made it
difficult to
get buyers to
sit still long
enough to
“challenge,”
“teach,”
“help,” give
“insight,” or
sell “value.”
And a
relentless**

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Download

**onslaught of
“me-too”**

**competitors
have made diff
erentiating on
the attributes
of products,
services, or
even price
more difficult
than ever.**

Legions of

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salespeople

and their

leaders are

coming face to

face with a

cold hard

truth: what

once gave

salespeople a

competitive ed

ge—controlling

the sales

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process,
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command of
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product
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knowledge, an
The Power Of
arsenal of
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technology,
Increase Sales
and a great
pitch—are no
longer
guarantees of
success. Yet
this is where

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the vast majority of the roughly \$20 billion spent each year on sales training goes. It's no wonder many companies are seeing 50 percent or more of their

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**salespeople
miss quota.**

**Yet, in this
new paradigm,
an elite group
of top 1
percent sales
professionals
are crushing
it. In our age
of technology
where**

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**information is
ubiquitous and
buyer
attention
spans are
fleeting,
these
superstars
have learned
how to
leverage a new
psychology of**

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selling-Sales

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EQ-to keep

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prospects

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engaged,

The Power Of

create true

Psychology To

competitive di

Increase Sales

fferentiation,

as well as

shape and

influence

buying

decisions.

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These top earners are acutely aware that the experience of buying from them is far more important than products, prices, features, and solutions. In

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**Sales EQ, Jeb
Blount takes
you on an
unprecedented
journey into
the behaviors,
techniques,
and secrets of
the highest
earning
salespeople in
every industry**

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and field.

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You'll learn:

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How to answer

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the 5 Most

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Important

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Questions in

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Sales to make

it virtually

impossible for

prospects to

say no How to

master 7

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that will give
you the power
to influence
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Processes of
Sales to lock

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Script to gain
complete
control of the
sales
conversation
How to Disrupt

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**Expectations
to pull buyers
towards you,
direct their
attention, and
keep them
engaged How to
leverage Non-
Complementary
Behavior to
eliminate
resistance,**

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**conflict, and
objections How
to employ the
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The Bridge
Technique to
gain the micro-
commitments
and next steps
you need to
keep your
deals from
stalling How**

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to tame
Sales From
Irrational
Average To
Buyers, shake
Rainmaker Using
them out of
The Power Of
their comfort
Psychology To
zone, and
Increase Sales
shape the
decision
making process
How to measure
and increase
you own Sales

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**EQ using the
15 Sales
Specific
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Emotional
Intelligence
Markers And so
much more!**

**Sales EQ
begins where
The Challenger
Sale,
Strategic**

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**Selling, and
Spin Selling
leave off. It
addresses the
human
relationship
gap in the
modern sales
process at a
time when
sales
organizations**

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**are failing
because many
salespeople
have never
been taught
the human
skills
required to
effectively
engage buyers
at the
emotional**

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**level. Jeb
Blount makes a
compelling
case that
sales specific
emotional
intelligence
(Sales EQ) is
more essential
to success
than
education,**

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**experience,
industry
awareness,
product
knowledge,
skills, or raw
IQ; and, sales
professionals
who invest in
developing and
improving
Sales EQ gain**

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a decisive

Sales From

competitive

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advantage in

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competitive

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global

Increase Sales

marketplace.

Sales EQ arms

salespeople

and sales

leaders with

the tools to

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**identify their
most important
sales specific
emotional
intelligence
developmental
needs along
with
strategies,
techniques,
and frameworks
for reaching**

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**ultra-high
performance
and earnings,
regardless of
sales process,
industry, deal
complexity,
role (inside
or outside),
product or
service (B2B
or B2C).**

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SQL is a standard interactive and programming language for querying and modifying data and managing databases. This task-based tutorial

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and reference
guide takes
the mystery
out learning
and applying
SQL. After
going over the
relational
database model
and SQL syntax
in the first
few chapters,

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**veteran author
Chris Fehily
immediately
launches into
the tasks that
will get
readers
comfortable
with SQL. In
addition to
covering all
the SQL**

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**basics, this
thoroughly
updated
reference
contains a
wealth of in-
depth SQL
knowledge and
serves as an
excellent
reference for
more**

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**experienced
users.**

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with added
research and
enhanced
content from
the most**

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**dynamic areas
of the field--
cognition,
gender and
diversity
studies,
neuroscience
and more,
while at the
same time
using the most
effective**

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tools.

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New Science of

Positive

Psychology to

Dramatically

Increase Your

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Happiness, and

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Reluctance
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Possible
The Power Of
Careers in
Psychology To
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Psychology,
Eighth
Edition, in
Modules Study
Guide**

Whether we're buying

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a pair of jeans,
ordering a cup of

coffee, selecting a long-

distance carrier,

applying to college,

choosing a doctor, or

setting up a 401(k),

everyday

decisions—both big and

small—have become

increasingly complex

due to the

overwhelming

abundance of choice

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with which we are presented. As Americans, we assume that more choice means better options and greater satisfaction. But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high

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expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis, anxiety, and perpetual stress. And, in a culture that tells us that there is no excuse for falling short of perfection when your options are limitless, too much

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choice can lead to
clinical depression. In

The Paradox of

Choice, Barry Using

Schwartz explains at

what point choice—the

hallmark of individual

freedom and self-

determination that we

so cherish—becomes

detrimental to our

psychological and

emotional well-being.

In accessible,

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**engaging, and
anecdotal prose,
Schwartz shows how
the dramatic explosion
in choice—from the
mundane to the
profound challenges of
balancing career,
family, and individual
needs—has
paradoxically become
a problem instead of a
solution. Schwartz also
shows how our**

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obsession with choice encourages us to seek that which makes us feel worse. By synthesizing current research in the social sciences, Schwartz makes the counter intuitive case that eliminating choices can greatly reduce the stress, anxiety, and busyness of our lives. He offers eleven

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**practical steps on how
to limit choices to a
manageable number,
have the discipline to
focus on those that are
important and ignore
the rest, and ultimately
derive greater
satisfaction from the
choices you have to
make.**

**Have you ever wanted
to transform your
lackluster sales from**

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**average to worthy of
rainmaker status?**

**Well now, you can-and
you won't need any
smarm, aggressive
tactics or dishonesty to
do it. In Psychology of
Sales: From Average
to Rainmaker, you'll
learn how to
understand the
psychology of your
customers in order to
present your products**

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**the right way for each
individual shopper.**

**You'll discover how
important your
customer's personality
is to whether you will
or won't make a sale,
and how to work with
some of the more
challenging attitudes
of potential buyers
while still compelling
them to commit and
complete that sale.**

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**Longtime Myers
collaborator Richard
Straub's study guide is
customized to follow
the modular format
and contents of the
text.**

**"The present book is
confined entirely to...
the selection of
personnel." - Introd.,
p. 4.**

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Psychology, Seventh
Edition**

**Visual QuickStart
Guide**

**The Paradox of Choice
Key Readings**

**Sales and Advertising
Longtime Myers**

collaborator Richard
Straub provides an

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updated study guide for
the new edition.

Volume 17 of Research
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and Well Being is focused
on the stress and well-
being related to the
marketing discipline.

This volume is focused
on the connections
between employee stress,
health, and well-being as
it relates to marketing;
sales; customers.

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WALL STREET
JOURNAL

BESTSELLER! IF
YOU'RE IN SALES,
FEAR HAS COST YOU
MILLIONS OF
DOLLARS, AND THIS
BOOK IS FOR YOU.

Fear is the reason most
salespeople don ' t like
to pick up the phone
(salespeople average just
four hours per week on
the phone, and our job is

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to talk to humans!). Fear is the reason we don't ask for the business more, even though our customers want to buy from us. Fear is the reason we don't offer our customers additional products and services, even though they would love to buy more from us. This book deals with that fear. You will learn exactly how to overcome

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this destructive fear in sales, and replace it with confidence, optimism, gratitude, joy, and proactive sales work.

These are the powerful principles in the new field of positive psychology which are transforming how we work and succeed. *Selling Boldly* is the first book that leverages positive psychology to help you

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sell more. You'll also learn a series of fast, simple sales-growth techniques—like how to add on to existing orders; and how to close 20% more quotes and proposals instantly; and how to properly ask for and receive referrals—that will grow your sales...dramatically and quickly. Alex Goldfayn's clients grow

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their sales by 10-20% annually, every year, as long as they apply his simple approaches. YOU ALREADY KNOW WHAT TO DO I am not going to teach you much in this book that you don ' t already know. You're a professional salesperson. You do this for a living. You know, for example, that testimonials and referrals

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are among the best ways we have to grow sales, right? But do you ask for them enough? Most people don't. You know that calling a customer on the phone is more effective than emailing her, but you still often revert to email. You know your customers buy other products and services that you can help them with, but you don't

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ask them about these products. You'd like to help them, and they would like more of your help — that is why they've been with you for five or ten or twenty years — but nevertheless we don't ask them. There is a difference between knowing what to do, and actually doing it. I know you know. With *Selling Boldly*, we start to do

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what we already know.

We will cover what keeps us from doing these things (fear), how to overcome it (by listening to your happy customers), and how to implement these simple but powerful sales growth techniques (by briefly planning them, also doing them). Because sales growth comes from doing, not knowing.

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Today, we start doing.
And growing. These approaches are laid out in this book, in precise detail, for you to implement in your own work. Alex doesn't hold anything back in this manual for selling more. What's the secret to selling more? There is no secret. There is no magic bullet. There is only the work. There are

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only the mindsets, and the communications. In *Selling Boldly*, Alex teaches readers how to attain these mindsets, and how to implement these communications, so that sales have no choice but to grow!

Full of entertaining stories and real-life illustrations, this classic book will give you the strategies you need to

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become proficient in the
art of effective

persuasion, including
how to project warmth
and integrity, increase
productivity, overcome
objections, and deal
respectfully with
challenging prospects.

This new edition includes
fresh opening and closing
chapters as well as tips
and examples
throughout that illustrate

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the relevance of these truths in the marketplace today. Also includes a foreword written by Tom Ziglar.

Selling Boldly
Learn Psychological Tricks on How to Master the Art of Negotiation and Persuasion for Your Business

Ebook: The Science of Psychology: An Appreciative View

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Selling

The Challenger Sale

How Ultra High

Performers Leverage

Sales-Specific Emotional

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Complex Deal

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dustrial/Organiza

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tional

Psychology by

Dr. Clyde C.

Mayo A unique

text in the field

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analyzes real-

world case

studies to share

experiences with

colleagues, I/O

psychologists in

general, and

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psychologists in particular. This work contains ideas about philosophy of practice, cases on ethics, and problem-solving techniques. Clear and concise in its presentation, Cases and Views

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brings forward a wealth of ideas and experiences that will be of help to any I/O professional searching for approaches to problems posed by client organizations.

The term

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‘ consumption ’ is
generally
thought of as
process by
which individuals
purchase goods
and services.

The New
Consumer
Psychology
attempts to
explain

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consumption as a
social behavior
that satisfies
individual values
and desires. In
modern society,
individual needs
are no longer
determined
solely by age or
gender, but by
the life values

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and desires that
one pursues.

This book
uncovers
people's
subjective
experiences of
consumption in
the capitalist
society with
interesting inside
stories ranging

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from politics to
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handbags. The
book also
provides
valuable
consumer
insights into
business and
individuals by
going beyond the
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population
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statistics and
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demonstrates Q-
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methodology is
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used to analyse
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consumers ' ,
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subjective
responses. This
book is an
interesting take
on how we
should shift our

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focus from
products to
people and
explains why
identification and
interpretations of
different

consumer groups
are important in
smart targeting.

Its content will
definitely inspire

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SUCCESS... AND
NEITHER CAN
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and learn from
someone that
knows failure
and pain

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intimately.

Confessing he
had to learn
these things the
hard way and
finally admitting
his approach to
'selling' was not
working well, he
began to make
some small
changes to

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breakout of his
loosing strategy.
Little by little his
average income
multiplied into a
fantastic income.

This book is
filled with the
numerous
adjustments that
eventually led
him to the level

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of success he
was dreaming
about. He
questions why
anyone would
cheat themselves
out of reaching
their 'potential'
income when
there are many
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you can do to

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can give you the
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will produce

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Don't let this be
you. Perhaps it
is time to
consider your
approach to get

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beyond the
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rep and commit
to reaching new
levels of success
and freedom.

This book details
why sales people
do not have the
perceived value
they had in the
past and reveals

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why purchasing
people are
tougher than
ever before. He
explains why
'now' is time to
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your approach
and teaches you
how to take
control of your

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style to get the
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your customers

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in order to present your products the right way for each individual shopper. You'll discover how important your customer's personality is to whether you will or won't make a

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to work with
some of the
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attitudes of
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while still
compelling them
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Learning how to
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persuade people
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is more than
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being nice and
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psychology
tricks, it's a
skill that
needs to be
practiced and
with time will

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come naturally.
Negotiation is
all around you.
While you may
not realize it,
many of the
conversations
and
interactions
you have in a
day are a form
of negotiation.
Honing this

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skill will not
only help you
learn how to
sell more, but
it will overall
impact your
business, your
friendships,
your finances,
your career,
your relationships—just about
every instance

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that involves
empathizing and
communicating
with another
person.

What's the
secret to sales
success? If
you're like
most business
leaders, you'd
say it's
fundamentally

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relationships
with customers.
They challenge
them. The need
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performing reps

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are doing that

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their average

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How To Sell
Matthew Dixon,

Brent Adamson,

and their

colleagues at

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the skills,
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behaviors,
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knowledge, and
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attitudes that
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matter most for
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And what they
discovered may
be the biggest
shock to
conventional
sales wisdom in

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across multiple
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The Challenger
Sale argues
that classic
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building is a
losing
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especially when
it comes to
selling
complex, large-
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to-business
solutions. The
authors' study
found that
every sales rep

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Instead of
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and features
about their
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approach
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customers with
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They tailor
their sales
message to the
customer's
specific needs
and objectives.
Rather than

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acquiescing to
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and taking
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Challengers

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this book will
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to overcome the
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present it is
important to
emphasize the
limitations and
shortcomings of tests
as to speak in
glowing terms of their
possibilities. Tests are
scientific instruments.
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supervised by
someone with
thorough training in
applied

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teaches the how and

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behavior. Readers will

apply psychological

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37% increase in closing sales on average. Another participant reported a steady increase of 26% in business and sales after learning and adopting The Quarter Method sales training system.

Author Roy "Will" Wilhite created The Quarter Method sales training system by

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focusing his gained wisdom and educational experience of 30 years through a training lens, with the sole purpose of changing the way people think and feel about sales. The Quarter Method sales training system covers all phases of the sales timeline.

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The second and third books in the series will be published in late 2015 and early 2016. The Quarter Method, Book 2: Communicating in High Definition will discuss all phases of the sales timeline, how to use both open and closed questions in each phase, and how to transition

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