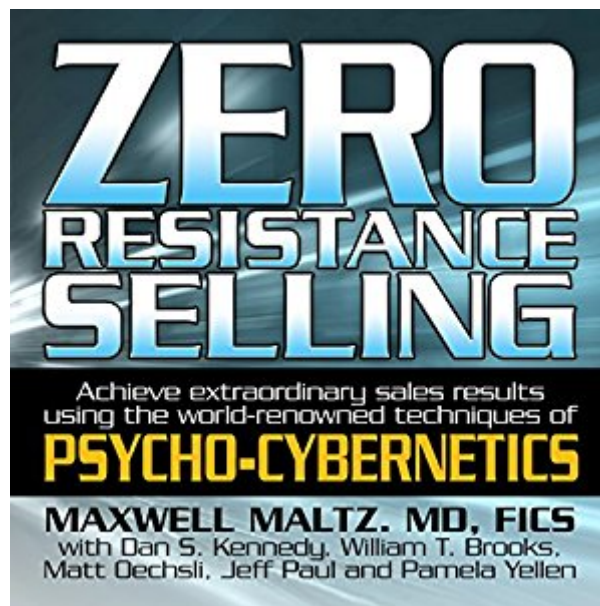


The book was found

# Zero Resistance Selling: Achieve Extraordinary Sales Results Using The World-Renowned Techniques Of Psycho-Cybernetics



## Synopsis

Close with Supreme Confidence - Attract Superb Customers and Big Checks Without Resistance and Without Using High Pressure! Achieve extraordinary sales results using the world-renowned techniques of Psycho-Cybernetics. Dr. Maxwell Maltz, the creator of Psycho-Cybernetics, and five hugely successful sales entrepreneurs - each a Psycho-Cybernetics success story - reveal how to apply this powerful self-improvement program to every aspect of selling. Learn how to completely eliminate customer resistance even as you remove your own mental obstacles and doubts. This unique program enables you to: Quickly become a "master closer" Use objections to forge a "partnership" between you and the customer Make dynamic, action-inspiring sales presentations Soar out of any selling slump Ensure your own financial health and well-being Sell successfully even in situations where your self-image insists you're in "over your head" Network for astounding results - without wasting time Conquer call resistance forever Use stress to your advantage Attain happiness and peace of mind in your sales career Zero Resistance Selling shows you how to literally "eprogram your self-image to help you attain your loftiest selling and career goals.

## Book Information

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## Customer Reviews

Zero Resistance Selling is a process that must be honed, just as you would hone your public speaking skills, or any other skills that are part of your self-definition. And to master your sales closure, that is, being influential, even in the most adversarial situations, here are 10 tenets to follow: 1. Show No Fear This does not mean avoid or deny it. Recognize it, process it, and choose to breathe your way to being confident. See fear as your inner self telling you that you are about to

stretch your self-definition, in the face of others, and that there will be resistance. Read, "Fear of Flying," by Erica Jong.<sup>2</sup> Believe in the Value of What You Are SellingIt's not the sell that you are after. It's the benefits that you are bringing to your buyer. It is also the ability to be influential. Read "People Power," by Donna Fisher.<sup>3</sup> Use Your Errors To Your AdvantageRemember, a mistake is not your entire identity - it's a sign of where you can enhance your inner self-image.<sup>4</sup> Use Power PhrasesAn example is, "Here's how we'll get started." Read "Verbal Judo," by George Thompson, Ph.D.<sup>5</sup> Desire to Close Sales Means More Than Anything ElseYou don't have to like the person. You are there to influence change in that person's life.<sup>6</sup> Take Objections as "No Big Deal"The stronger the objection, the more your prospect is giving you, about him or her. Use this to compassionately respond to his or her needs. Stay in the moment. Take your time. And show your prospect that he or she matters. Read, "Honoring the Self," by Nathaniel Branden, Ph.D.<sup>7</sup>

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