



## Persuasion & Influence in a Week

By Di McLanachan

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Persuasion & Influence in a Week, Di McLanachan, Sunday Explore factors that influence, both positively and negatively and discover how influencing is selling Monday Understand the power of personality and charisma and ensure you are putting the right message across Tuesday Use the Assertiveness Sentence technique to sound more confident in any situation Wednesday Discover the three elements of communication and how to use them to build rapid, effective rapport with others Thursday Learn to recognize the internal filters that we all have and utilize them in patterns of persuasion Friday Use NLP models to influence at an unconscious level, including the technique of 'chunking' to gain agreement Saturday Learn how to use proven persuasion techniques such as emotional 'triggers', scarcity, the law of reciprocity, the power of three, and the AIDA formula.



READ ONLINE  
[ 5.54 MB ]

### Reviews

*This book might be worth a read, and far better than other. It is rally interesting through studying time period. I discovered this book from my i and dad suggested this ebook to find out.*

-- **Isobel Bailey**

*This created ebook is wonderful. I could possibly comprehended everything out of this created e ebook. Its been designed in an remarkably easy way and is particularly just after i finished reading through this ebook by which basically modified me, affect the way i believe.*

-- **Verner Langworth III**