

Winning Body Language For Sales Professionals: Control The Conversation And Connect With Your Customer without Saying A Word - Mark Bowden

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Building on his classic guide *Winning Body Language*, master communications expert Mark Bowden reveals essential nonverbal strategies that help win sales. Whether calling on a potential client for the first time, delivering a presentation, analyzing a client's needs, or making a sale, how the message is delivered matters as much as or more than what's being said. *Winning Body Language for Sales Professionals* unlocks the secrets of nonverbal communication to give sales specialists an unbeatable advantage. Mark Bowden has coached hundreds of clients how to communicate more effectively and influentially. In this guide, he delivers step-by-step guidance and demonstrations specifically tailored for sales pros, including how to read situations and cues in prospective clients' body language; knowing when (and how) to sit and stand; and subtle alterations to body language that convey positive energy, persuade and influence, and put customers at ease! Mark Bowden is a noted body language expert and creator of TruthPlane(TM), a communication and presentation training program used by Fortune 500 companies and CEOs throughout the world. Author: Bowden, Mark Publisher: McGraw-Hill Illustration: N Language: ENG Title: *Winning Body Language for Sales Professionals: Control the Conversation and Connect with Your Customer without Saying a Word* Pages: 00256 (Encrypted EPUB) / 00256 (Encrypted PDF) On Sale: 2012-09-08 SKU-13/ISBN: 9780071793001 Category: Business & Economics : Business Communication - Meetings & P Category: Business & Economics : Sales & Selling - General Category: Business & Economics : Skills

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