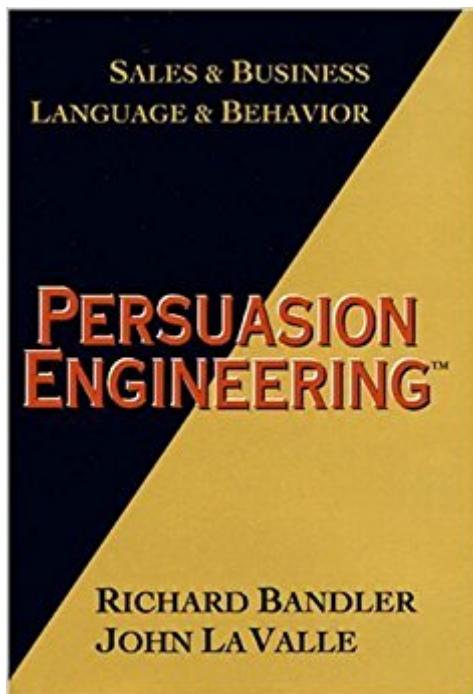


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# Persuasion Engineering



## **Synopsis**

Explains how we use our communicating processes to generate behaviours which unconsciously stand out on their own and speak for themselves. Covering everything from the sales process through to the close, the text considers the human communication processes present in a wide range of situations. For the novice, how can you learn to use the communication opportunities that are right there in front of you all the time? Take the information in this book, use it and you will dramatically increase your income. It is simple, understandable and unrivaled in the field of business and sales.

## **Book Information**

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## **Customer Reviews**

His style is certainly unorthodox, but it is effective. I think one of the greatest learnings one can take away from this book is that you are not selling a product or service, but you are selling feelings. Tie those feelings to your product and you will make sales. Some notes:- He has very few lists of actions to do (he does list them in the back, but they are not tied into the main part of the book very well). That being said, make your own notes as that will likely be more effective anyway- True, not really any typos, but that is the ambiguity he is trying to convey to the reader (and ultimately to your own ability to use ambiguity).- He is being a bit outrageous, but that also is funny. It is a bit of a warped sense of humor, but I like it a lot. Should you really dress up as a priest to sell cars? No, but he is pushing the boundaries to show there really are no boundaries.- Formal NLP training not required, but maybe a crash course in it would help, mostly with the vocabulary

You want this. You want this sooo much. Do you want to sell more and more and feel good and control how much you sell and at what prices? Selling is way more simple than most gurus would have you believe. You don't need to find and dig for pain or use a million closing techniques all of that stuff is for idiots to buy from people who want to take so something simple and make it reallll hard. It's gross people struggling with these. If you want steps to go with this... Develop questions that will discover someone's model for buying your product. List objections to inoculate against. Practice ambiguities and embedding to increase your flexibility and close more people. Now, come by Persuasion Engineering

Warning: The grammar in this book is bad on purpose. With that said, of course this doesn't appeal to everyone, but it is a wonderful resource. A non-fiction book as funny as this doesn't come along everyday. In typical post-90's Bandler style, this one portrays him as a slightly neurotic and over-the-top character who really challenges you and motivates you to really get out there and "just do it." You may find him unlikable and disagreeable, but you love him anyways, and that's really the proof that what he discusses works on some level. I disagree with all of the reviewers who say that this book is light on tips. There are at least seven decidedly unique strategies that you can use on your clients based on what was said in this book. Small things, yes, and some are very specific, but they're still in there to use. I found Persuasion Engineering to be a wealth of information, not because of the methods he teaches (most of which are more than a little outrageous and probably not practical), but because of the way in which they are taught. I think that the point of the way that they taught this course was to go overboard in hopes that you would meet them halfway. And if you go just halfway, you'll really change the way you do your job. Excellent. Get it.

A very interesting subject and a very interesting and positive look at the skills to be learned and the understanding of the process.

This book helps you understand body language and can help change the way you view people

I work in sales and rely on my ability to persuade others for 100% of my family's income. The skills and techniques found in this book are both simple and useful. The bottom line is they work better than any other sales training I have ever encountered. I have also had the opportunity to attend the live seminar of Persuasion Engineering with the authors, Dr. Bandler and John Lavalle. This was a life changing experience. Having been in sales for a few years, I already had a foundation. This

course gave me both the intermediate and advanced knowledge that took my business to a much higher level. This book will not only teach you to persuade, it will also persuade you to do so with more confidence and power without asking you to do anything unethical. I have a much deeper understanding of language and communication know than ever before. Get this book and if you have the chance attend one of their seminars. It will be money well spent.

Great book....one of the best sales as well as life primers I can think of. Some may find his writing style (conversational) difficult to follow, but the content is amazing. I also recommend "Frogs to Princes"....

Outstanding !!!

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