

Modern Persuasion Strategies: The Hidden Advantage in Selling

Donald J. Moine, John H. Herd



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Modern Persuasion Strategies: The Hidden Advantage in Selling Donald J. Moine, John H. Herd Featuring all the most current semantic and cybernetic research, this dynamic guide reveals powerful persuasion strategies that will help any salesperson "read" the emotional and mental makeup of a client--then customize a sales presentation the prospect will find irresistible.

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