



The Persuader : use emotional persuasion to win more business

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THE PERSUADER shows you how to harness the power of emotions to dramatically increase your ability to win more business. By the time you've read THE PERSUADER, you will be able to make presentations that build commitment to your product or service, create excitement about your proposals and close even more sales. 1. Uncover strategies that empower you to make your proposals more compelling and engaging 2. Learn to incorporate the essential building blocks of emotional persuasion to craft the perfect pitch 3. Transform your next pitch by understanding and managing your client's emotional state 4. Combine logic and emotions to influence sales and win pitch after pitch LOGIC CREATES UNDERSTANDING - EMOTIONS CREATE COMMITMENT

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