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The Secret Language of Influence reveals the best ways to approach buyers who are: Motivated by benefits vs. problems • Proactive vs. reactive • Big-picture vs. detailoriented • Systems thinkers vs. creative minds • Influenced by external feedback (testimonials, evidence) vs. internal factors (feelings,

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personal experiences, beliefs)

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simple words--the right words--can  
transform an awkward sales call into a  
comfortable conversation and a resistant  
prospect into a happy customer, which is  
why author Dan Seidman teaches  
readers to think of influence as  
something occurring at a level just  
below the buyer's awareness.

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way to look at your relationships - with  
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GROUNDING INFLUENCE. relationship  
traits. TECHNICAL STABILIZING  
COMMUNICATIVE. INHIBITING SARCASTIC  
UNSYMPATHETIC. ideal for. WORK.  
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The Secret Language of Influence reveals the best ways to approach buyers who are: Motivated by benefits vs. problems \* Proactive vs. reactive \* Big-picture vs. detailoriented \* Systems thinkers vs. creative minds \* Influenced by external feedback (testimonials, evidence) vs. internal factors (feelings, personal experiences, beliefs)

## **The Secret Language of Influence: Master the One Skill ...**

The Secret Language of Influence does this by explaining not only how to

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listen to, understand and use effectively.

**The Secret Language Of Influence  
Manual by Paul Mckenna**

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