



Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced

Albert J. Valentino

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Personality Selling is a unique and long overdue concept for understanding the art of influence. It is the first book to combine the most powerful psychological models in use today - Neuro-Linguistic-Programming (NLP), Ericksonian Hypnosis, and the Enneagram personality typing system - with traditional selling techniques to show you how to apply the golden rule of selling: "Sell unto others the way they want to be sold to."

Personality Selling acts as a map that allows the reader to get inside the head of others and recognize the seemingly random and often mysterious aspects of the many personalities we meet. Personality Selling describes such things as; NLP personality traits, the nine personality types of human nature, how the mind makes associations, the structure of rapport, the power of language, and the impact of physiology. It also examines the basics of selling using a powerful psychological approach to gathering information, tailoring presentations, handling objections, and recognizing the various ways people make decisions. It also includes a comprehensive section on the psychology and tactics of negotiation. Through extensive use of experiential language and examples, the reader can actually experience the impact different approaches can have on others so they can fine tune their selling style to achieve success.

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