



# How to Read a Client from Across the Room: Win More Business with the Proven Character Code System to Decode Verbal and Nonverbal Communication

*Brandy Mychals*

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**2013 Bronze Axiom Business Award Winner**

**Predict if Your Clients Will Say YES in Just 7 Seconds**

*How to Read a Client from Across the Room* gives you the clues and tools to get someone to say "yes" to you--in an instant--by tailoring your communication methods on the fly to suit that person's character type.

*"A quick and powerful method for understanding the very essence of your prospective client. Watch your referrals and bank account grow."* -- Bob Burg, coauthor of **The Go-Giver** and author of **Endless Referrals**

*"Brandy Mychals has created a system that allows you to connect with potential clients, serve their core needs, and create lucrative win-win solutions. Without question, this sales book is a must-read!"* -- Sandra Yancey, CEO and founder, eWomenNetwork, and bestselling author of **Succeeding in Spite of Everything**

*"This book will help you understand people in ways you never thought possible. Practice Mychals's techniques and you'll rise to the top of your field in no time."* -- Dr. Daniel J. Reidenberg, PsyD, FAPA, BCPC, CRS, CMT, Executive Director, SAVE, and Chair, Advisory Board, American Psychotherapy Association

*"This book unlocks the secrets of connecting to and persuading more people, more quickly. In today's fast-paced world, a book like this is pure gold."* -- Robert G. Allen, author of the New York Times bestseller, **The One Minute Millionaire**

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