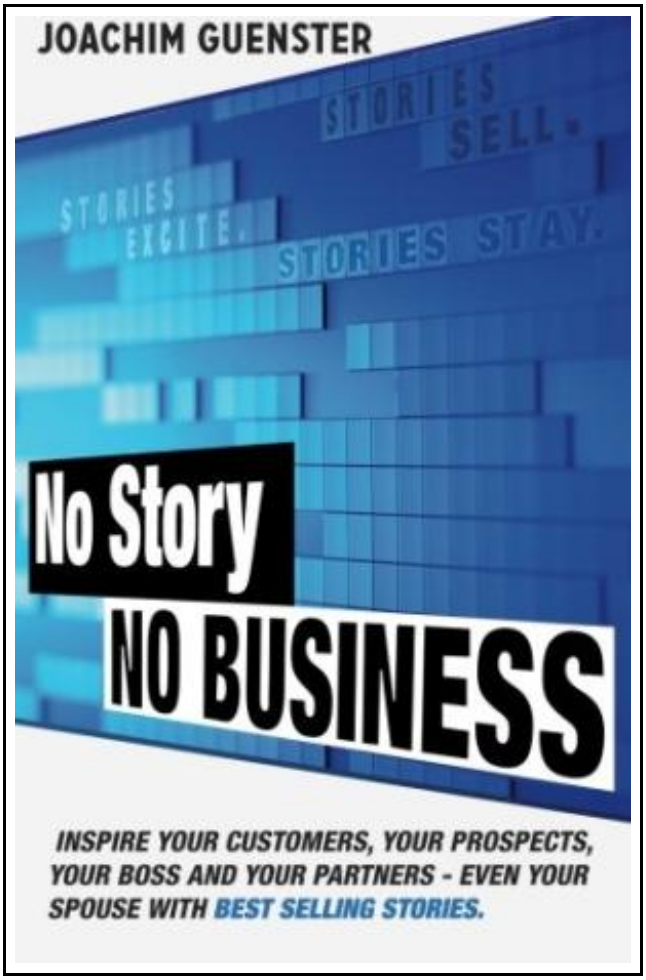
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Createspace, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.I could list all the reasons why you should read this book, take it to heart, and implement its principles in your own life. To do so would be to commit the same mistake our hero in this book repeatedly made - the mistake that caused him to fail. The downtrend in his sales continued until one day he tried a different approach. He focused on entrancing his customers, rather than peppering them with rapid-fire facts and figures. His product was unique and clearly superior to competing brands, but that was still not enough to convince his customers to buy it. He attended sales seminar upon sales seminar, growing increasingly frustrated that his numbers were not improving. Eventually, he ran into the StorySculptor and learned to captivate customers with stories, not facts. After that he normally didn t even make it to the end of his story before customers were practically begging to sign on the dotted line. The stories worked, not the facts. The stories created an emotional connection for the customer that pure facts simply could not, and almost all of his sales pitches were successful. He also received a flood of word-of-mouth advertising, which increased his sales even more. This book will teach you how to achieve this level of success. Relax and enjoy reading the story of someone who set out to become a super successful salesperson and found a fun, effective way to meet his goals.

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