



## Contagious Selling: How to Turn a Connection into a Relationship That Lasts a Lifetime

By David Rich

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Contagious Selling: How to Turn a Connection into a Relationship That Lasts a Lifetime, David Rich, The breakthrough selling method that converts leads into customers, customers into repeat customers, and repeat customers into lifelong relationships Salespeople too often approach selling as a transaction instead of a relationship--going in with the intention to sell rather than to build a relationship. Use the lessons in Contagious Selling to put relationships first--and sales will inevitably follow. Contagious Selling provides the tools for captivating even the toughest customers and then cultivating genuine relationships through the power of being contagious. A leading expert on persuading and motivating others, David Rich presents his powerful new method for attracting, connecting with, and maintaining buyers. Inside, he teaches you how to Get prospects to feel as if they've known you their whole lives Use voice modulation and body language to instantly connect with anybody Sell yourself without sounding self-serving Manage the transition from captivation to cultivation Make your customers "competition proof".



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