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~~getting people~~

~~to say yes 6~~

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~~Consistency~~ How

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of Anything with
William Beteet
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HOW TO

MANIPULATE PEOPL

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People by Robert
Cialdini* **HOW TO
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- THE SOCRATIC
METHOD HOW TO
PERSUADE ANYONE
| SUBCONSCIOUS
TRIGGERS** ~~Client
says, \ "Let Me
Think About
it. \ " and You
say, \ ". . . \ "~~ How

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~~To Talk ANYONE~~

~~Into Doing~~

~~ANYTHING~~

~~(Seriously!)~~

~~With Chris Voss~~

~~| Salesman~~

~~Podcast Think~~

Fast, Talk

Smart:

Communication

Techniques 3

Jokes That Make

People Instantly

*Like You **THE***

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SECRET LAW OF ATTRACTION SUMMARY

Why You Can't
Close the Sale -
It's NOT the
Price! ~~Top 10~~

~~SALES Techniques~~
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Hogan, Covert

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influence others

and become a

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Persuade vs
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difference for
experts - How to
sell more -
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Bell

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The key to real
influence is
understanding

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the point of view of the person you're trying to persuade. If for example, you're on a job interview, you need to talk about your attributes but only in the context of how it could help

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the company your
engaging.

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interactions and
relationships,
both
professionally
and personally.
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The authors are
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being "sold"
anymore. If they
sense they are
being pushed,
their guard goes
up - and even if
they do comply,
lingering
resentment
undermines the
relationship
...maybe
forever. Yet,
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selling world,
influence can no
longer be viewed
as something you
do to someone to
get what you
want. In fact,
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isn't even about

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what you want.
It's about
forging strong
connections by
focusing on
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viewpoints, and,
quite simply,
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