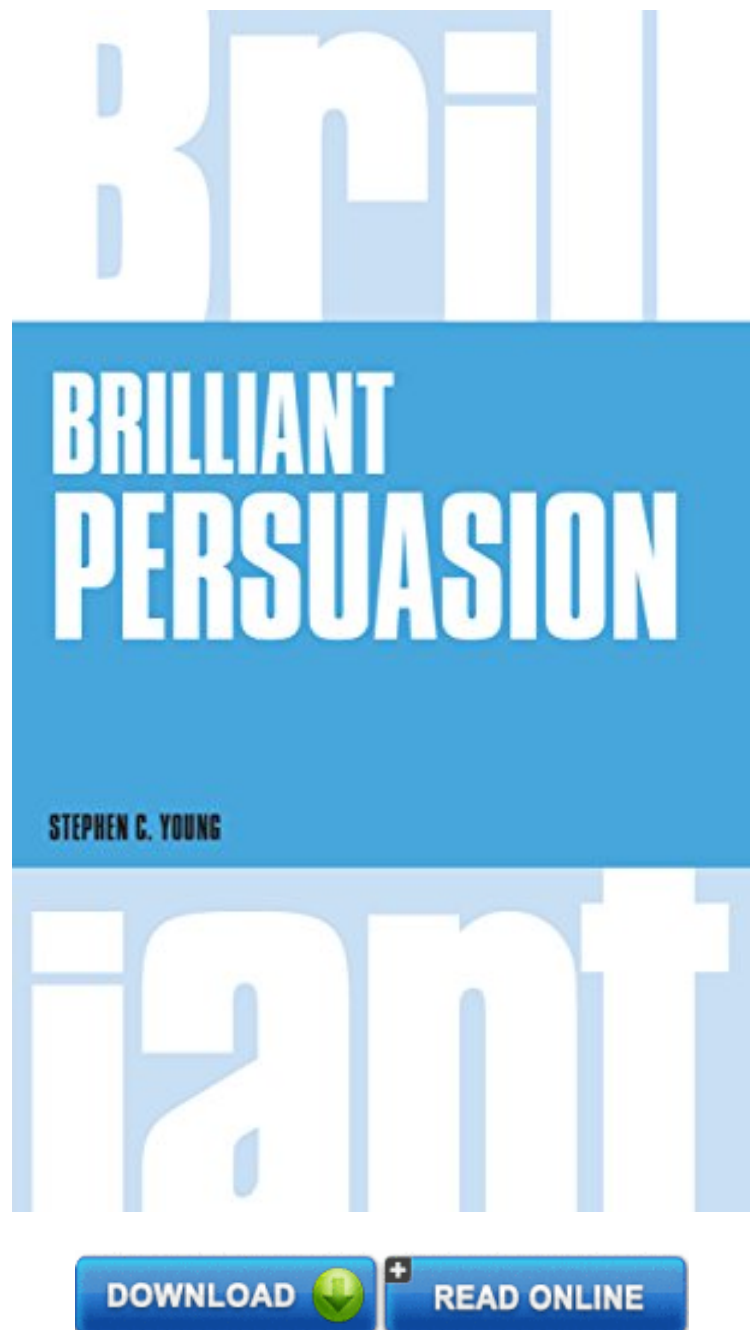


(Download) Brilliant Persuasion: Everyday techniques to boost your powers of persuasion (Brilliant Lifeskills)

Brilliant Persuasion: Everyday techniques to boost your powers of persuasion (Brilliant Lifeskills)

Stephen C. Young

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Stephen C. Young : Brilliant Persuasion: Everyday techniques to boost your powers of persuasion (Brilliant Lifeskills) before purchasing it in order to gage whether or not it would be worth my time, and all praised Brilliant Persuasion: Everyday techniques to boost your powers of persuasion (Brilliant Lifeskills):

0 of 0 people found the following review helpful. Power to achieve that "light bulb moment" illuminating the art of persuasion
By Chris Fry
At last here is a book that provides the power for that "Light bulb moment". I have been a Headhunter, Executive Business and Career Coach for more than thirty years and read many books on the subject of persuasion. I have been impressed by some and bored by others, this one is exciting. Stephen has clearly worked hard to research past and recent behavioural philosophies and develop and build on the concepts and he has delivered by way of this book. He uses plain language, avoids jargon and 'coach speak' making the reader hungry to learn more and try out the propositions, because he is clear in communicating the messages. The way in which the book, the narrative and examples are presented, textually and graphically, is highly effective and thus becomes both a reference and text book, almost a manual. This is a real gem providing invaluable guidance and direction, but above all encouragement to a vast community. I have now included this in my own arsenal of tools and positive weapons as a coach be it career navigation and support, confidence coaching or executive coaching, the list of options and applications just for me as a practitioner, has little in the way of limits. I have benefited personally and professionally by deploying a number of different methods or processes that I learned reading this book. Finally, I would like to thank the author Stephen Young for this contribution to my library

IT WOULD BE WONDERFUL IF YOU COULD ALWAYS ENSURE EVERYONE AGREED WITH YOUR WAY OF THINKING, WOULDN'T IT?
You're already aware of how unlikely you are to progress at work, or 'make a name for yourself' in life, if you struggle to get your ideas accepted by your prospects, your clients, your team, your boss, or your peers.
Have you noticed how for some people it seems effortless, while the rest of us - maybe you, would benefit from a little help?
Step by step,
Brilliant
Persuasion introduces you to a formidable selection of some of the most powerful persuasion techniques used by the most successful business men and women throughout the world.
Using practical exercises that you will effortlessly adapt into your everyday speech,
Brilliant
Persuasion will ensure you:
• Naturally lead people towards your way of thinking
• Quantum leap your negotiating skills
• Overcome objections
• Figure out the emotions behind your prospects' decision-making process and covertly use this to your advantage
• Understand and acquire the basic technics of the language of persuasion
• Learn how to integrate persuasion techniques into everyday business and life scenarios
• Foster long-term trust, credibility and resonant rapport
• Understand why some words are more persuasive than others
• Subliminally plant suggestions and ideas into the minds of others.

From the Back Cover USE THE POWER OF PERSUASION TO GET WHAT YOU WANT
So whether you want to get a better job, beat your sales target or convince your boss, you'll be able to get the result you want. Discover how to build your persuasion and influence skills Impress and convince others to your way of thinking Learn how to use persuasive techniques in everyday scenarios
About the Author Stephen C. Young FIRC, ICF, ACSTH, is the founder and principle coach of Proactive Persuasion, a leading UK training consultancy specialising in the delivery of unique immersion-style seminars about persuasion. He is a professionally qualified career and management coach and has twenty five years' experience in the recruitment industry. He worked for a selection of advertising and executive search consultancies before in 1993 establishing his own highly successful executive search consultancy which he ran in Central London for twelve years employing a specialist team.