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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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"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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CHARACTER CODE SYSTEM
to Decode Verbal & Nonverbal Communication

BRANDY MYCHALS

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *How to Read a Client from Across the Room: Win More Business with the Proven Character Code System to Decode Verbal and Nonverbal Communication*:

12 of 12 people found the following review helpful. Brilliantly simple and soooo helpful
By David Steele
Every once in a while someone manages to solve a big problem that gets in the way of success for a lot of people, and Brandy Mychals has done so for any service professional that has ever struggled getting clients to say "Yes!" Client enrollment/making the sale is a critical skill necessary for making a living as a helping professional and I've seen colleagues spend thousands of dollars in programs and sales trainers to try to learn this skill. In "How to Read a Client From Across the Room" Brandy Mychals has cracked the code of client enrollment and lays it out for us in an easy to read and implement system. Highly recommended!
David Steele, MA, LMFT, Founder, Relationship Coaching Institute, Author, *The Million Dollar Private Practice: Using Your Expertise to Build a Business That Makes a Difference*
2 of 2 people found the following review helpful. This book makes the complex easy to understand
By Inspired
The Character Code System is a really easy way to understand very complex psychological profiling. Oh, so important for anyone with a business or career involving sales. I love how Brandy Mychals is able to explain in a very visual way how to better understand and communicate with friends and colleagues by reading the visual cues they give you. Something as simple as what a person wears can help you understand what drives them, and with that you will know the key to getting your message across to them. I am not being nearly as eloquent as I'd like at the moment, but the bottom line is I don't think you'll be disappointed. I've been to one of Brandy's multi-day seminars, and can't believe you now get all the information in a book that costs less than a business lunch. This is a must-have in my library.
1 of 1 people found the following review helpful. Do you want to be able to understand how to relate to other people who you think would never become a client?
By Greg Frucci
I understand why I am the way that I am. I understand why certain types of people drive me nuts. I understand why certain people seem to be just like me. No matter what type of person you run into in life, upon reading this book, you will understand them more. Why they dress and act the way that they do...more importantly...why you are the way you are. None of us are neither "right" nor "wrong"...we just are. Upon the acceptance of that notion, we can relate to anyone. And that's important if you are in business, because with the information contained within this book, you will attract more clients. You wish to grow your business? Get this book and study it...the cool thing is that it is not dry at all...you will laugh at yourself once you understand a few things and become more accepting of how others are in life...then perhaps, they will become clients.

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*

About the Author
Brandy Mychals
Brandy Mychals is a communications expert and the creator of the Character Code System for Client Attraction. She's an international award-winning entrepreneur, popular speaker, and was named a top ten blogger by a Fortune 500 company. Brandy's speciality is teaching entrepreneurs and executives how to turn "bias" into business; and generate extraordinary sales doing what you love.