



## Irresistible Persuasion: The Secret Way to Get Yes Every Time

By Geoff Burch

Audible Studios on Brilliance, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Getting what you want isn't easy. Why? Because most of us have no clear idea what we're looking for a lot of the time. The key to being brilliantly persuasive and influential is knowing exactly what you want before you set out to get it. Irresistible Persuasion presents a process that you can apply to any situation: You choose your starting point and your goal, and then just join the dots. It's the only way to make success inevitable. Irresistible Persuasion shows you how to entice people to your point of view, how to overcome resistance, how a bit of showbiz can go a long way, and why you should always consider the other person when you're negotiating. It's packed with new persuasion and influencing techniques as well as many powerful traditional methods. Geoff Burch is the presenter of BBC TV All over the Shop. When he's helped you to decide what you want, he'll show you the irresistible way to get it. You won't just get more customers; you'll get more profitable customers.



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