

# [PDF] Unlimited Selling Power: How To Master Hypnotic Selling Skills

Donald Moine, Kenneth Lloyd - pdf download free book

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## Books Details:

Title: Unlimited Selling Power: How  
Author: Donald Moine, Kenneth Lloyd  
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## Description:

**From Library Journal** The authors of this work believe top salespeople can be developed by applying the principles of hypnosis to sales presentations. They give a brief history of hypnosis and describe how it has been used in the counseling professions. They then show how the same techniques of trust building, wording, voice tone, and delivery can be applied to sales situations. Although this may sound like some shady sales gimmick, it is actually very good advice on the art of persuasion. Less general in approach and more technique-oriented than Kathy Aaronson's *Selling on the Fast Track* ( LJ 5/15/89), this is recommended for larger libraries or those with large sales collections.

- Robert Logsdon, *Indiana State Lib., Indianapolis*

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