

Free read Rainmaking conversations influence persuade and sell in any situation mike schultz [PDF]

create conversations with prospects referral sources and clients using the telephone email and mail uncover the real need behind client challenges make the case for improved business impact and return on investment roi for your prospects understand and communicate your value proposition in this podcast episode we discuss communication techniques that can help open people up to your ideas we re constantly bombarded with competing bids for our attention so as communicators it s important to be familiar with the research behind what engages people to ensure our messages get heard if you ve failed to persuade but still believe in the cause what s the strategic way to try again an expert on influence at work answers these questions and more rainmaking conversations offers a research based field tested and practical selling approach that will help you master the art of the sales

conversation this proven system revolves around the acronym rain which stands for rapport aspirations and afflictions impact and new reality first when encountering disagreement most people jump into persuasion mode which doesn't leave much room for listening or even for pursuing other goals for the interaction any conversation could be an opportunity to learn something new build a relationship that might bear fruit later or simply have an interesting experience summary we live in an age of polarization many of us may be asking ourselves how when people disagree with or discount us we can persuade them to rethink their positions rainmaking conversations offers a research based field tested and practical selling approach that will help you master the art of the sales conversation this proven system revolves around the acronym rain which stands for rapport aspirations and afflictions impact and new reality rainmaking conversations offers a research based field tested and practical selling approach that will help you master the art of the sales conversation this proven system revolves around the here's how you can master effective communication to influence and persuade others powered by ai and the linkedin community 1 know your audience be the first to add your personal experience 2 rainmaking conversations influence persuade

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research based selling approach that can help
you master the art of the sales conversation
from start to finish of each conversation you
ll make every client contact you have count
towards developing sustainable sales success
in today s post we ll discuss two strategies
for attitude change that you can employ in

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