



Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced

By Albert J. Valentino

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Personality Selling is a unique and long overdue concept for understanding the art of influence. It is the first book to combine the most powerful psychological models in use today - Neuro-Linguistic-Programming (NLP), Ericksonian Hypnosis, and the Enneagram personality typing system - with traditional selling techniques to show you how to apply the golden rule of selling: "Sell unto others the way they want to be sold to."

Personality Selling acts as a map that allows the reader to get inside the head of others and recognize the seemingly random and often mysterious aspects of the many personalities we meet. Personality Selling describes such things as; NLP personality traits, the nine personality types of human nature, how the mind makes associations, the structure of rapport, the power of language, and the impact of physiology. It also examines the basics of selling using a powerful psychological approach to gathering information, tailoring presentations, handling objections, and recognizing the various ways people make decisions. It also includes a comprehensive section on the psychology and tactics of negotiation. Through extensive use of experiential language and examples, the reader can actually experience the impact different approaches can have on others so they can fine tune their selling style to achieve success.

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Editorial Review

Review

"Everyone loves to buy and they know how they want to buy. Personality Selling teaches you how to sell them like they love to buy. To leverage your sales effectiveness you need to read this book!!!" -- *Mark Victor Hansen Co-Creator, #1 New York Times Best-selling series "Chicken Soup for the Soul"*

"If you want to refine and strengthen your abilities to create lasting, mutually beneficial relationships with your customers-the foundation for success in sales-read this book. " -- *Anne` Linden, "The first lady of NLP," Author, Mindworks*

"In Personality Selling, Albert J Valentino makes a major contribution to the art and science of persuading. He is a leader in helping salespeople understand human behavior and in applying that information to succeed in selling." -- *Jay Conrad Levinson Author, "Guerilla Marketing" book series*

From the Back Cover

Can you sell everyone you meet?

"Sell unto others the way they want to be sold to" - it's the golden rule of selling. Sounds great! But how do you actually do it? Given the wide variety of personality types, do you find you are successful with some but not with all? Do you know all the ways people make decisions? Can you interpret the essential clues revealed by someone's language patterns, tone, tempo and physiology? Can you adjust these variables within yourself to attain rapport and influence those around you? Do you know that creating a win-win negotiation is just as much psychological as it is tactical? If you don't know the answer to any of these questions, isn't it time you did?

For the first time ever, the most powerful psychological models known - Neuro-Linguistic-Programming (NLP), Ericksonian Hypnosis and the Enneagram Personality Typing System - have been combined with traditional selling techniques to show you how to master the art of influence.

You will discover how to:

- * Identify and sell to each of the nine personality types
- * Deconstruct personalities to understand people from the inside out
- * Identify critical, often overlooked NLP personality traits
- * Adjust your physiology to influence others and yourself
- * Use NLP to attain rapport with anyone
- * Master the power of Ericksonian Hypnosis language patterns
- * Structure powerful win-win negotiations
- * Use the simplest and most powerful success formula in existence
- * Easily implement the golden rule of selling
- * And much, much more

"NLP could be the most important synthesis of knowledge about human communication to emerge." - Science Digest

"What sets the Enneagram apart is that it contains such detailed, useful information about what drives us to

behave as we do." - Tony Schwartz

Selling is more than a profession - it's a skill. And the more personality types you can understand and work with, the more influential you will be.

About the Author

Albert J. Valentino, M.S., founder of Valentino Consulting, is a certified Master Practitioner of NLP and Ericksonian Hypnosis as well as a certified Enneagram Trainer. He has more than fifteen years of business experience involving thousands of presentations, negotiations and sales. He also has the distinction of being the number one sales person for the top company in its field in its most competitive territory.

Users Review

From reader reviews:

Valerie Little:

Book is to be different per grade. Book for children till adult are different content. As we know that book is very important for people. The book Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced has been making you to know about other know-how and of course you can take more information. It is extremely advantages for you. The publication Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced is not only giving you more new information but also to get your friend when you really feel bored. You can spend your own personal spend time to read your book. Try to make relationship with all the book Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced. You never truly feel lose out for everything when you read some books.

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Richard Eby:

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William Pettigrew:

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