

[Ebook free] How to Change Minds: The Art of Influence without Manipulation

How to Change Minds: The Art of Influence without Manipulation

Rob Jolles

DOC | *audiobook | ebooks | Download PDF | ePub


"This book takes you on a wonderful journey to greater understanding of how to persuade."
— BRIAN TRACY, author of *Eat That Frog*

HOW *to* CHANGE MINDS



The Art of Influence without Manipulation

ROB JOLLES

 Download

 Read Online

#784188 in eBooks 2013-06-03 2013-05-03 File Name: B00CKVRCYY | File size: 64.Mb

Rob Jolles : How to Change Minds: The Art of Influence without Manipulation before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Change Minds: The Art of Influence without Manipulation:

0 of 0 people found the following review helpful. Interesting Powerful Read for Entrepreneurs // Leaders!By KyleThis is a powerful read that's a bit deeper than many books that talk about psychology, selling, influence, etc. But while this might scare some people off, don't let it because the principles lessons that are shared in this book are great for any business leaders, executives, entrepreneurs, especially for sales // business development pros.Even for those looking to

master the skills of marketing, selling, persuasion in the digital business world (such as myself), I highly recommend that you pick up this book as it will give you a foundational (some) understanding of the power that can be leveraged for good to serve your customers in the buyers journey. But buyer beware, these principles are very powerful. So just make sure that you use it for good only. ;-)- Kyle Thanks for the great book Rob! :-)

0 of 0 people found the following review helpful. Valuable takeaways and applications to achieve a high level of success in business and life!

By Customer
The title sums up the essence of the book! As a real estate agent, I have found that you can't "make" people buy and sell homes. Attempts at manipulation almost always backfire. What is effective is a solid strategy on how to influence and change the client's mind. There are countless takeaways and applications in Rob's book: "How to Change Minds: The Art of Influence without Manipulation." I highly recommend it to achieve a high level of success in both business and life!

Karen Briscoe - author "Real Estate Success in 5 Minutes a Day: Tips from a Top Agent Revealed."
4 of 4 people found the following review helpful. Learn valuable skills while enjoying the ride - cool stuff

By Ian Altman
I was a bit skeptical when I opened "How to Change Minds: The Art of Influence without Manipulation." Quickly, Rob Jolles put all of my fears to rest and not only illustrates specific techniques to influence others, but he does a masterful job of showing not only why it is OK to do so, but why it is everyone's best interest. If you have ever seen Rob speak in person, you know that he is entertaining, engaging, and just plain makes you laugh while sharing wisdom. He has figured out how to do the same thing in his book (and I'm jealous). I went from being skeptical to adding this book to my list of recommendations for clients who strive to grow their revenue. I intended to just read the beginning and decide if I wanted to read the rest. The next thing I knew I was half way through the book and just kept going. I might even recommend it over *Upside Down Selling: An Integrity-based Sales Approach to Avoid Being Predictable*, but don't tell anyone. If you enjoy this book half as much as I did, then I will have enjoyed it twice as much as you. Stop reading reviews... buy the book, read it, and live it!

Persuade, Don't Push! Surely you know plenty of people who need to make a change, but despite your most well-intentioned efforts, they resist because people fundamentally fear change. As a salesman, father, friend, and consultant, Rob Jolles knows this scenario all too well. Drawing on his highly successful sales background and decades of research, he lays out a simple, repeatable, predictable, and ethical process that will enable you to lead others to discover for themselves what and why they need to change. Whether you hope to make a sale or improve a relationship, Jolles's wise advice—illustrated through a bevy of sometimes funny, sometimes moving, always illuminating stories—will help you ensure that changing someone's mind is never an act of coercion but rather one of caring and compassion.