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Heavy Hitter Sales Linguistics: 101 Advanced Sales Call Strategies For Senior Sales People

Steve W. Martin

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THE OWNER'S MANUAL FOR YOUR MOUTH!
Heavy Hitter Sales Linguistics is the first book that truly explains "sales linguistics,"the revolutionary new field of study about how customers use and interpret language during the decision-making process. Steve W. Martin provides communication strategies that enable salespeople to rise above their competition and impactful psychological suggestions that compel customers' rational intellect and emotional subconscious to buy. Inside is expert advice on

- Language-based strategies and tactics to secure customer meetings
- What to say, do, and present in face-to-face customer meetings and phone call
- Bonding with customers using sales linguistics, the study of how the customer's mind uses language
- Perfecting your sales intuition so you always say the right words at the right time
- Extensive examples, illustrations, and exercises in an easy-to-read format.

If you are in sales, you make your living by talking. If you were a pilot, you would attend years of flight training school and many hours of simulator training before you were allowed in the cockpit of a jumbo jet. If you were a lawyer, you would intensely study law for several years and have to pass your state's bar exam to ensure your proficiency. If you are in sales, you need to study language and perfect your use of words because your most important competitive weapon is your mouth!

Successful communication is at the foundation of all sales. Heavy Hitter Sales Linguistics is the first book that truly explains "sales linguistics," the revolutionary new field of study about how customers and salespeople use and interpret language during the decision-making process. The conversations you have with customers are quite complex: they consist of verbal and nonverbal communication that is sent consciously and subconsciously. Heavy Hitter Sales Linguistics will help you learn to say the "right" words at the "right" time to persuade skeptical customers to buy.

Heavy Hitter Sales Linguistics shows readers how to improve their sales success using nothing more than words and their voices. The book presents 101 practical solutions and proven tactics to build relationships with customers and persuade them to buy during sales calls. Heavy Hitter Sales Linguistics features unbeatable advice on selling based on the hard science of how people communicate and think, how we build rapport with each other, and how we use language.

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