



Sell the Feeling: The 6-Step System That Drives People to Do Business with You

Larry Pinci, Phil Glosserman

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Sell the Feeling has a crucial message for anyone who wants to attract more clients, customers, or repeat business: "People buy based on feelings." Sell the Feeling shows readers how evoke the essential feelings that motivate people to do business. It is the first book of its kind that deals with the critical role of feelings in the selling and buying process. Sell the Feeling lays out a simple six-step process of influence for salespeople, advisors, and professionals--even those who don't consider themselves in sales. Written as an entertaining and inspiring story and illustrated with off-the-wall cartoons, this book makes the process easy to grasp and retain. Many professionals are hindered by their own negative emotions and attitudes about selling. Sell the Feeling shows readers not only how to master their buyers' psychology, but how to master their own "inner game" of selling. Sell the Feeling is destined to become a classic work on sales and influence.

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