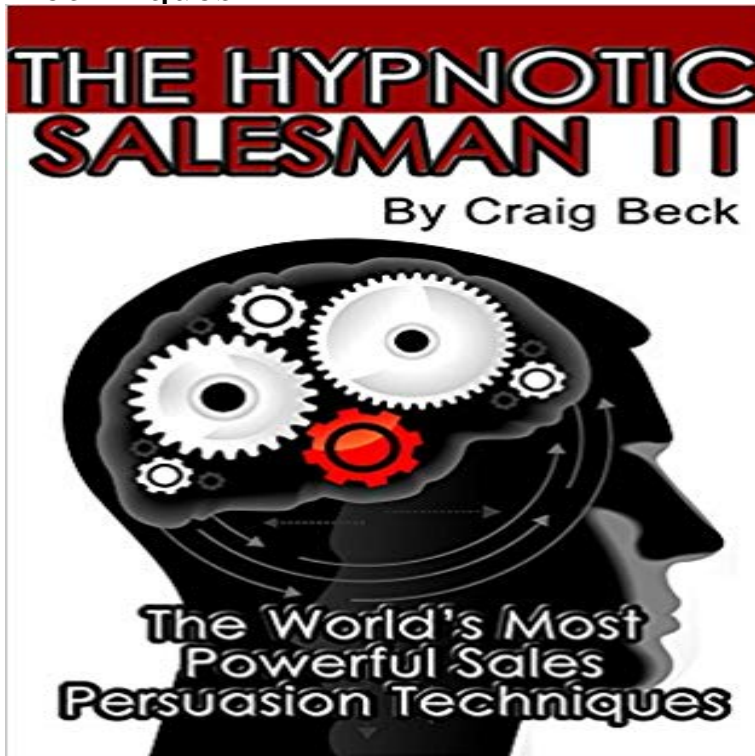


The Hypnotic Salesman II: The Worlds Most Powerful Sales Persuasion Techniques



Over a decade ago came the Hypnotic Salesman. Seven key principles of subliminal communication which teach anyone to sell directly to the subconscious, bypassing the part of the mind responsible for judging and evaluating. Originally designed to give the sales executives of a major national commercial radio group the edge over their competitors, twelve years later the Hypnotic Salesman II drills down on the seven most powerful sales persuasion techniques in the world today. The secrets in this book will explode your closure rates, smash your targets and give you valuable insights into human motivation and persuasion. Craig Beck will explain each principle in detail and then show you how, if you follow it directly with another you will create an unbreakable chain of events. Willpower and even a stubborn personality are no defense against these amazing but easily learned techniques. What you will discover in this book will change and improve your interaction with everyone in your life. Not just with sales prospects but with your friends, family and partners too. People have used these techniques to blast their targets, improve their careers, understand their children better and even find and attract the man or woman of their dreams.

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