



How to Read a Client from Across the Room: Win More Business with the Proven Character Code System to Decode Verbal and Nonverbal Communication

By Brandy Mychals

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, How to Read a Client from Across the Room: Win More Business with the Proven Character Code System to Decode Verbal and Nonverbal Communication, Brandy Mychals, This is the 2013 Bronze Axiom Business Award Winner. Predict if Your Clients Will Say YES in Just 7 Seconds. How to Read a Client from Across the Room gives you the clues and tools to get someone to say "yes" to you - in an instant - by tailoring your communication methods on the fly to suit that person's character type. "A quick and powerful method for understanding the very essence of your prospective client. Watch your referrals and bank account grow." (Bob Burg, coauthor of The Go-Giver and author of Endless Referrals). "Brandy Mychals has created a system that allows you to connect with potential clients, serve their core needs, and create lucrative win-win solutions. Without question, this sales book is a must-read!" (Sandra Yancey, CEO and founder, eWomenNetwork, and bestselling author of Succeeding in Spite of Everything). "This book will help you understand people in ways you never thought possible. Practice Mychals' techniques and you'll rise to the top of your...



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