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# **The Inner Game Of Selling Mastering The Hidden Forces That Determine Your Success**

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***The Inner Game of  
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Success Simon and  
Schuster  
Suggests techniques for***

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***overcoming self-  
consciousness and  
improving musical  
performances, shares a  
variety of exercises, and  
includes advice on  
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transform the way you  
think about buying and  
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***who's known for his  
unorthodox style. But  
management begins to  
take a closer look at  
Rick's techniques for  
improving salesperson  
performance. They***

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***discover a treasure trove of insights, which Rick calls "Selling To The Point." Can Rick's radical ideas be the answer to Essential's dilemma? This unique business novel***



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***digs deep into old,  
unquestioned  
assumptions in an  
unforgettable way and  
reveals a new path for  
successful selling.  
“I have observed several***

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***hundred salespeople who were taught to use deceptive practices like 'bait and switch' and encouraged to play negotiation games with customers... In the same***

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***industry, I have observed  
countless people who had  
been taught to sell with  
high integrity. Ironically,  
their customer  
satisfaction, profit  
margins, and salesperson***

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***retention were significantly higher.” —  
Ron Willingham If you’ve  
tried manipulative, self-  
focused selling  
techniques that demean  
you and your customer, if***

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selling could be more  
than just talking people  
into buying, then  
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***simple: Only by getting to  
know your customers and  
their needs – and  
believing that you can  
meet those needs – will  
you enjoy relationships  
with customers built on***

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***trust. And only then,  
when you bring more  
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than you receive in  
payment, will you begin  
to reap the rewards of  
high sales. Since the***

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Willingham's enormously  
successful first book,  
Integrity Selling, his sales  
program has been  
adopted by dozens of  
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**such as Johnson &  
Johnson and IBM, as well  
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Times. In his new book,  
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to help you become a  
stellar salesperson in any  
business climate. Once  
you've established your  
own goals and  
personality traits, you'll***

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***be able to evaluate them  
in your customers and  
adapt your styles to  
create a more trusting,  
productive relationship.  
Drawing upon  
Willingham's years of***

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companies that have  
adopted the Integrity  
Selling system, Ron  
Willingham has created a***

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staying true to your  
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"inner self" to identify habits, attitudes, and behaviors that limit your performance on the field. It then helps you apply what you've learned through a solid program that enables you to change these limiting behaviors. Since you can't outperform your self-image, you need to reshape that image and

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raise it if you want to break out of your comfort zone, increase your confidence, and perform more consistently on the field. Baseball's 6th tool is endorsed by Hall of Famers, front office personal, professional coaches and players and coaches at the collegiate and high school levels.

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*amateur or pro, who has  
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feeling when you  
inexplicably lose control  
of your shot, and become*



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reveals how you can  
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potential for more than  
brief moments at a time.  
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thought about selling and  
achievement in business.  
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change, thinking must  
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lead to way too much work  
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***focusing on selling as essentially about appealing to human nature. The reader is then introduced to three important techniques of persuasion that enable anyone to strike a chord in the mind of***

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***the other(s) and so an idea is accepted: empathy, sincerity, and perspicacity. The importance of questioning and listening in getting inside the mind of someone, as well as holding the audience's***

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***attention, is also emphasized. Subsequent chapters explain the importance of a good memory for a person in business who wants to sell himself/herself; the use of the telephone to communicate***

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Playing the Game  
How Sports Psychology Turns  
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***Same Game, New Rules***  
***23 Timeless Principles for***  
***Selling and Negotiating***

Four-time Olympian, bestselling  
author and award-winning

keynote speaker Ruben

Gonzalez shares what he had to

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do to make it to the Olympics  
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Build confidence and destroy  
fear - Unleash your passion and  
drive - Unlock your full potential -  
Turn defeat into victory - Achieve  
your life ambitions Ruben wasn't  
a gifted athlete. He didn't take up  
the Olympic sport of luge until he

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was 21. Against all odds, four years and a few broken bones later he was competing in the Calgary Winter Olympics. At the age of 47 he was racing against 20-year-olds at the Vancouver Olympics. If these principles

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worked for Ruben, they will work for anyone, anywhere, anytime.

Secrets of the Millionaire Mind reveals the missing link between wanting success and achieving it! Have you ever wondered why some people seem to get rich

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easily, while others are destined for a life of financial struggle? Is the difference found in their education, intelligence, skills, timing, work habits, contacts, luck, or their choice of jobs, businesses, or investments? The

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shocking answer is: None of the above! In his groundbreaking Secrets of the Millionaire Mind, T. Harv Eker states: "Give me five minutes, and I can predict your financial future for the rest of your life!" Eker does this by

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identifying your "money and success blueprint." We all have a personal money blueprint ingrained in our subconscious minds, and it is this blueprint, more than anything, that will determine our financial lives. You

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can know everything about  
marketing, sales, negotiations,  
stocks, real estate, and the world  
of finance, but if your money  
blueprint is not set for a high  
level of success, you will never  
have a lot of money—and if

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somehow you do, you will most likely lose it! The good news is that now you can actually reset your money blueprint to create natural and automatic success. Secrets of the Millionaire Mind is two books in one. Part I explains



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how your money blueprint works. Through Eker's rare combination of street smarts, humor, and heart, you will learn how your childhood influences have shaped your financial destiny. You will also learn how to identify

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think and act differently than most poor and middle-class people. Each Wealth File includes action steps for you to practice in the real world in order to dramatically increase your income and accumulate wealth.

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If you are not doing as well financially as you would like, you will have to change your money blueprint. Unfortunately your current money blueprint will tend to stay with you for the rest of your life, unless you identify and

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revise it, and that's exactly what you will do with the help of this extraordinary book. According to T. Harv Eker, it's simple. If you think like rich people think and do what rich people do, chances are you'll get rich too!

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Selling is 85% emotional and 15% logical. Forget everything you've been taught about selling -- forget the hardsell, forget negotiation strategies, forget those closing techniques. In The Inner Game of Selling, Ron

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Willingham debunks the familiar myths about "sales skills," showing that those tired methods are too shallow and manipulative to do anything but alienate potential customers and drain you of energy and dignity.

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Today's consumers are wise to the old-fashioned gimmicks, extremely informed about their options, and very particular about what they want. The old tricks simply do not work anymore. Willingham, author of



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Integrity Service and CEO of Integrity Systems, opens your eyes to a whole new truth about selling: Your ability to sell is more a question of who you are than of what you know.

Accordingly, why you sell is far

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more important than how you sell. Salespeople perform according to their inner beliefs about themselves, about what it is possible for them to sell and earn, and about what they deserve to achieve. These

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beliefs set the boundaries of their self-image and ultimately determine their success or failure. Willingham has synthesized his decades of experience, field-tested research, and a career-long

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dedication to ethical and  
passionate salesmanship to  
arrive at the groundbreaking  
insight that you will sell at your  
highest level only when you  
achieve emotional and spiritual  
alignment. Your sense of your

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own self-worth combined with a belief in your product will inspire that crucial ingredient in potential customers: trust. The Inner Game of Selling shows you how to overcome self-limiting beliefs and move on to a new

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relationship with your customers and, more important, a new relationship with yourself. Your new inner strengths will truly benefit you and your customers in any sales situation. Willingham is at the leading edge of a values

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shift in sales culture, from product-focus to personal empowerment. The Inner Game of Selling establishes a groundbreaking new paradigm that will utterly transform the philosophy and practice of

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A step-by-step system for  
mastering trading psychology.  
Think about your most costly and  
recurring trading mistakes.  
Chances are that they 're related  
to common errors, such as



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chasing price, cutting winners short, forcing mediocre trades, and overtrading. You ' ve likely tried to fix these errors by improving your technical skills, and yet they persist. That ' s because the real source of these

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mistakes is not technical—they actually stem from greed, fear, anger, or problems with confidence and discipline. If you are like most traders, you probably overlook or misunderstand mental and

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emotional obstacles. Or worse, you might think you know how to manage them, but you don't, and end up losing control at the worst possible time. You're leaving too much money on the table, which will either prevent you from being

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profitable or realizing your potential. While many trading psychology books offer sound advice, they don ' t show you how to do the necessary work. That ' s why you haven ' t solved the problems hurting your

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*we're supposed to serve them,  
rather than the opposite? How  
often do we feel neglected,  
frustrated, or just plain  
unhappy -- wondering what  
happened to basic civility and  
common courtesy? Why do*

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*things seem to be getting worse rather than better? And how can businesses train employees to offer customers the courtesy and attention they are entitled to? Ron Willingham, whose seminars*

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*and training sessions have helped big companies around the world change their employees' behavior, offers a new and subtler way of looking at customer service. Instead of the traditional "paint an*

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*artificial smile on your face"  
approach, Integrity Service  
brings the whole person into  
the service experience,  
showing that good customer  
relationships grow from  
employees' beliefs about who*

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*they are and what's possible  
for them to achieve, what  
career rewards they deserve,  
and what value they can give  
customers. Integrity Service  
presents fundamental  
principles that lead to*



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understanding of the nature of  
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*game of life and how to  
succeed in all of its  
dimensions. The Inner Game  
opens up all of the multiple  
layers of frames that make up  
our belief systems and reveals  
the Matrix within. It is in the*

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*construct of the Matrix that we create the inner game, its rules, and governing frames of life. Experiencing these dimensions of mind and emotion, time and space, meaning and performance will*

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*enable you to master your Matrix.*

*Most sales training focuses on getting to know the product, analyzing the market, and identifying the competition, but there is more to sales*



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*success than that. Successful selling takes three types of preparation:*

- The what: knowing the product, the industry, and the competition*
- The how: applying the knowledge, enhancing social*

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*interaction, developing  
relationships, and dealing with  
emotional ups and downs •  
The why: understanding the  
customer's purpose, intention,  
values, inner belief  
boundaries, and self-value*

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*learning and applying the  
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to get discouraged when the rejections start piling up and your customers stop answering the phone. This allows the wrong thought patterns to start developing, soon you aren't making quotas and then you begin looking at job listings

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waiting for your next downfall. Sales expert Mark Hunter can relate as his start to sales was discouraging. The lessons he's learned throughout his career are revealed in A Mind for Sales. He discovered that sales can be incredibly rewarding, such as

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