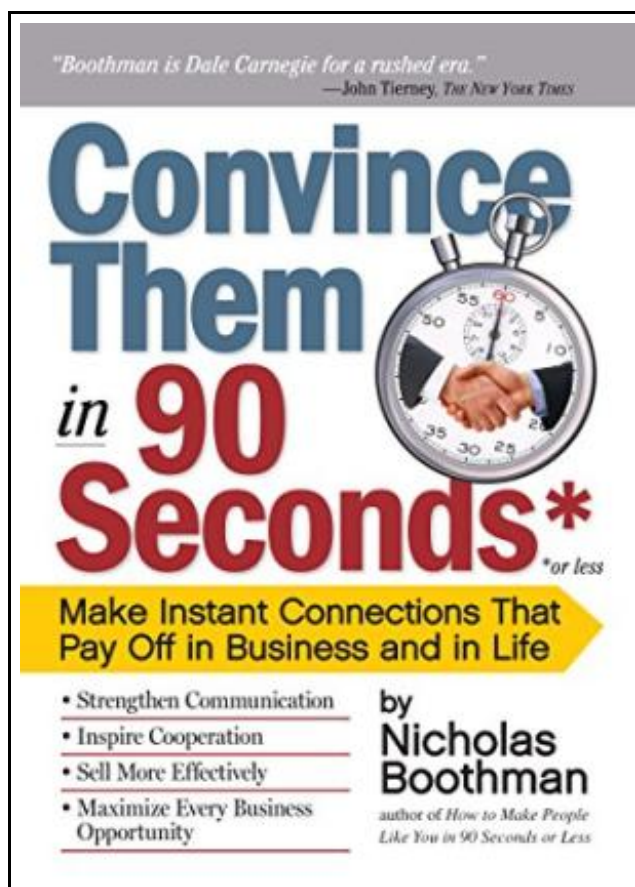


## Convince Them in 90 Seconds or Less: How to Connect in Business



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*The book is great and fantastic. It is written in straightforward words and phrases rather than difficult to understand. You won't really feel monotony at any time of your respective time (that's what catalogues are for regarding should you question me).*

*(Payton Miller)*

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Workman Publishing. Paperback. Book Condition: new. BRAND NEW, Convince Them in 90 Seconds or Less: How to Connect in Business, Nicholas Boothman, Boothman's message is central, and in this current business climate, critical: whether selling, interviewing, or motivating a team, success depends on convincing the other person-and the quickest and best way to do that is through what he calls "rapport by design." Using the science of Neuro-Linguistic Programming (built upon body language, attitude, voice, and synchronizing behavior), Boothman shows how to create a winning first impression and, within 90 seconds, a lasting trust. Then, when those 90 seconds are up, he shows how to master the people-to-people skills that are essential to an ongoing business relationship. A new chapter added just for the paperback serves as a communication primer-drawing on his years in advertising, Boothman reveals how to make your message stand out and stick in a world that's already glutted with information.



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