



# The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible

By Brian Tracy

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The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before.

It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

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### Editorial Review

From Publishers Weekly

With his 300-odd video and audio courses (sales at one mil.), and 30 books, Tracy has built a strong motivational sales and marketing brand. This latest installment shapes pop psychological constructs to fit Tracy's existing paradigms: "Your subconscious does not think or decide. It merely obeys your mental commands." Tell that to Dr. Freud, one might retort, but the point here is not fidelity to psychology theory, but efficacy in getting readers to change the way they bring themselves to a sale. Visualization techniques, concrete sales advice and motivational pep talks make up chapters like "The Inner Game of Selling" and "The Power of Suggestion." The "Getting More Appointments" chapter recapitulates sound but Willy Lohman-esque advice like "Sidestep the Excuse" or "Don't Be Put Off"; the book as a whole feels familiar, but it's clearly organized. Even in Tracy's generic prose, the repackaged tried-and-trues will find their marks. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

### About the Author

**Brian Tracy** is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of organizations and individuals. Tracy has studied, researched, written, and spoken for 30 years in the fields of economics, history, and business. He has authored more than 45 books.

### Users Review

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