

NEW BOOK

How To Be Persuasive To Get What You Want

NEW BOOK: BRILLIANT PERSUASION – EVERYDAY TECHNIQUES TO BOOST YOUR POWERS OF PERSUASION

Follow in the footsteps of some of the world's most successful sales and business professionals.

Brilliant Persuasion gives you the tools you need to **build your persuading and influencing skills**. With jargon-free, practical guidance on what to say and how to say it, you'll discover how to win people over, get backing for your ideas and build successful relationships.

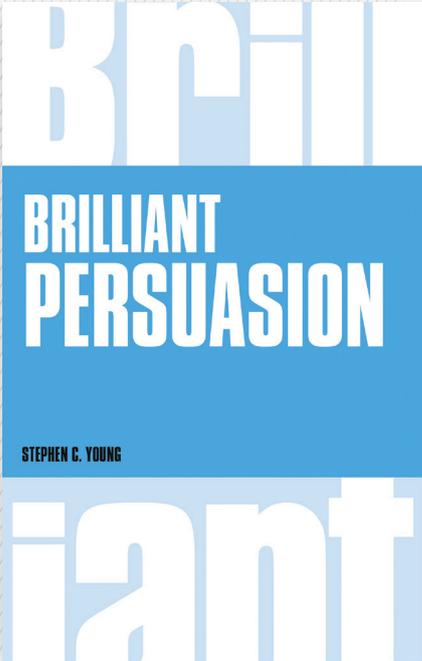
This book will enable you to **develop the basic techniques and power of persuasive linguistics**, and then put these into practice to increase your effectiveness at influencing and persuading colleagues and customers.

Brilliant Persuasion reveals the structure of persuasive language patterns and delivers guidance on how to learn and employ them,

enabling you to substantially **remove resistance, increase responsiveness and build powerful rapport** with your colleagues and clients. These linguistic skills will immediately enable you to sell more, get a better job, get a promotion or pay rise, get backing for your ideas, and progress you from where you are now to where you need to be.

Full of helpful tips, action pointers and plenty of examples, the book is a one-stop shop to help you:

- Understand and acquire the basic techniques of persuasive linguistics
- **Use the power of persuasion to get what you want**
- Learn how to use these invaluable techniques in everyday business scenarios.



Brilliant Persuasion by Stephen C. Young is out now, published by Pearson Business, priced £12.99. For more information see www.proactivepersuasion.com.

ABOUT THE AUTHOR

Stephen C. Young, ICF, ACSTH, is the founder and principal coach of Proactive Persuasion, a leading UK training consultancy specialising in the delivery of unique immersion-style seminars about persuasion. He is a professionally qualified career and management coach and has twenty-five years' experience in the recruitment industry.

He worked for a selection of advertising and executive search consultancies before in 1993 establishing his own highly successful executive search consultancy, which he ran in Central London for twelve years employing a specialist team. He is foremost an entrepreneur and passionately believes that everyone can become more persuasive in their daily lives once they are aware of the nuances of persuasive linguistics.

www.proactivepersuasion.com
Twitter: @ProactiveP

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Stephen C. Young
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Stephen C. Young is a leading trainer and persuasive linguistics coach. He is available to provide expert comment, interviews and by-lined articles on a number of topics, including:

- Stealth Persuasion Techniques: How to talk your way to what you want
- Persuasion: How to plant suggestions without appearing to say a word
- 10 Tips to Quantum-leap Your Sales Abilities
- Body Language: Five non-verbal ways to command attention
- Testing for the truth: Decipher the secret messages in their eyes
- The Redefine: How to bypass criticism and gain agreement