



Act Like a Sales Pro: How to Command the Business Stage and Dramatically Increase Your Sales with Proven Acting Techniques

Julie Hansen

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Act Like a Sales Pro was a finalist for **TOP SALES AND MARKETING BOOK OF 2011** and featured on the cover of Ken Blanchard's Sales and Service Excellence Magazine and Julie Hansen's articles have appeared across the globe.

Acting is the ultimate form of persuasion. Now you can learn the methods that great actors use to engage and inspire clients and win more sales than you dreamed possible! *Act Like a Sales Pro* shows you how acting and improv skills can enhance your own selling style, make you stand out in an increasingly competitive marketplace, and create a memorable buying experience. Easy-to-follow steps, exercises, and real-world coaching sessions help you move confidently from cold-calling to closing by applying techniques that have produced some of Hollywood's most compelling stars. A breakthrough approach to delivering the sales performance of your life!

Act Like a Sales Pro shows you how to:

- Gain the appointment using audition techniques
- Draw interest from reluctant prospects using secrets of the performer
- React to the unexpected and maintain control using the rules of improvisation
- Deliver memorable and persuasive presentations
- Close with confidence

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