With customer loyalty weighing in as the most valued commodity in the workplace today, we’d all like to know how to create lasting emotional connections to keep clients personally satisfied and eager to do business with us. In this follow-up to Take Charge of Your Mind (Hampton Roads, 2006) John Selby presents his 4-step Empathy on Demand mood-management method for doing just that, giving readers a practical toolkit for rapidly shifting from negative to genuinely positive moods at work, feeling good in your own skin in the present moment, and making authentic heart contact with customers, clients and colleagues. As readers hone their abilities to create strong bonds with others by making them feel truly accepted and appreciated, they will naturally become more confident, charismatic, and successful. A highly regarded meditation teacher and business consultant, John Selby is the author of twenty-two books with sales totaling more than half a million copies.

My Personal Review:
Traditional sales books tend to suggest snappy sales lines and hard sell techniques which seem to work at first but don’t bring back a lot of repeat business. Who really wants to be bamboozled a second time? Other methods suggest learning about your customer and being the answer the answer to their problems. Sounds great, but these resources rarely tell the reader how to do this beyond a good marketing survey.

Listening with Empathy is a unique guide to better sales. This book goes to the heart of the problem. When attempting to make a sale, the majority of people are so caught up in doing so we almost forget there is a person in front of us. We zing out prepared lines and strong arm until we get what we want. We rarely listening, really listen to the other person so we have no
idea what they really need or want let alone actually providing this for them.

Listening with Empathy includes a series of exercises to use to quite our minds so that we can actually hear other people. From here, we learn how to make the process about the customer rather than our own insecurities and self-judgments.

For More 5 Star Customer Reviews and Lowest Price:
Listening With Empathy: Creating Genuine Connections With Customers and Colleagues
by John Selby - 5 Star Customer Reviews and Lowest Price!