



# **The Psychology of Sales Success: Learn to Think Like Your Customer to Clove Every Sale (SellingPower Library)**

*Gerhard Gschwandtner*

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If you're a sales professional who wants to succeed, you can benefit from these familiar words: “Know thyself.” Even more important, you should also know your customers. *The Psychology of Sales Success* shares insights into three psychological dynamics driving the sales process: the salesperson, the salesperson's desire for success, and the customer. Featuring action steps as well as knowledge from leading psychologists, psychiatrists, business school professors, successful authors, and talented sales professionals, the book will help you to:

- Develop a successful attitude, master the thinking habits of successful sales professionals, and harness their powers of concentration
- Handle customer anger, procrastination, and rejection; deal with confrontations; and double their listening power in minutes
- Lower their own anxieties and boost confidence, eliminate stress, and become more action oriented

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