

# Becoming the Customer



Empathy, Influence and  
Closing the Sale

*"If coffee is for closers, then Peter has definitely earned a double cappuccino!"*

**Marshall Goldsmith,**  
million-selling author of the New York Times bestsellers,  
*MOJO* and *What Got You Here Won't Get You There*

**Peter  
McLaughlin**

# Becoming The Customer Empathy Influence And Closing The Sale

**Renny Antony**



## **Becoming The Customer Empathy Influence And Closing The Sale:**

Becoming the Customer Peter McLaughlin, 2013-08 Becoming the Customer Beyond the techniques the methods and the science of sales is one great truth become the customer See the world through the eyes of your customers or prospects Understand their deepest motivations Decode their hidden signals Speak to them in their language and you will establish better rapport and close more sales This work draws from the worlds of professional sales behavioral research and subconscious influence including Neuro Linguistic Programming body language and hypnosis It teaches you how to establish trust understand and overcome objections utilize the timeless principles of influence and sell to the unique personality emotions needs and desires of your customer This underlying philosophy literally becoming the customer is the key to hearing what your customers are truly saying placing their interests above your own and becoming an agent of their success and wellbeing In this way everyone wins Becoming the Customer is really about becoming a better salesperson A trained hypnotist and an experienced salesman Peter weaves both parts of his illustrious career into a cohesive picture showing us an unconventional path to the fine art of selling Marshall Goldsmith million selling author of the New York Times bestsellers MOJO and What Got You Here Won't Get You There Becoming the Customer should be right next to Daniel Pink's To Sell is Human on your bookshelf Peter's unique perspective deep understanding of customer psychology and wealth of on the street selling experience will help you more fully understand your customer and exponentially increase your sales Wayne Breitbarth author of The Power Formula for LinkedIn Success Kick Start Your Business Brand and Job Search I highly recommend Becoming the Customer to anyone who wants to improve their sales skills and understanding of people and why they buy Through simple but powerful techniques and principles Peter will give you a competitive edge in your selling career If you have been looking for how to take yourself or your organization to the next level in selling this book is for you Teri Yanovitch author of Unleashing Excellence

**Sales Management** Kenneth Le Meunier-FitzHugh, Kieran Sheahan, 2023-06-02 Sales are the lifeblood of the business world and therefore an area of fundamental importance for scholarly research This concise book analyses current thoughts and emerging practices in sales management research Organisations who are looking to increase revenues and add new customers to their portfolio will find it increasingly difficult to successfully do this without being aware of and adopting the appropriate adaptive sales processes Emergent themes such as agile sales management digital selling artificial intelligence and trust will be discussed in the book that also embraces the importance of customer relationship management and how salespeople are aligning their interactions with the marketing function The text will review recent research to identify how to grow and organise the sales pipeline manage hybrid sales teams and the effects of new technologies on selling processes These discussions will be helpful in highlighting issues and providing some solutions to practitioners who are operating in new environments This book will be invaluable to sales researchers as it summarises current knowledge about key sales and sales management topics and indicates possible future research directions **Sell**

**Outcomes That Make Lives Better: Impact-Driven Business That Builds True Loyalty** Simon Schroth, 2025-04-23 The most successful businesses create outcomes that change their customers lives for the better **Sell Outcomes That Make Lives Better** teaches you how to design and sell products or services that create lasting positive change for your customers fostering deep loyalty and repeat business This book focuses on how to shift your mindset from just selling products to selling the impact those products create You ll learn how to understand your customers pain points design products that solve their problems and communicate the value of your offerings in a way that builds trust and loyalty The book also covers how to create a business that continually improves customers lives leading to higher customer retention and long term success If you want to build a business that makes a real impact and creates true loyalty **Sell Outcomes That Make Lives Better** provides the strategies to create an impact driven business that people love

**Sales Management** Paolo Guenzi, Susi Geiger, 2017-09-16 Sales Management offers a global perspective on the opportunities and issues facing today s sales managers Current textbooks have failed to move beyond the US context Sales Management provides unique access to European and international experts with globally relevant case studies

**Corporate Intensive Care** Larry Goddard, 1993 Advanced Analytics and AI Tony Boobier, 2018-04-03 Be prepared for the arrival of automated decision making Once thought of as science fiction major corporations are already beginning to use cognitive systems to assist in providing wealth advice and also in medication treatment The use of Cognitive Analytics Artificial Intelligence AI Systems is set to accelerate with the expectation that it ll be considered mainstream in the next 5 10 years It ll change the way we as individuals interact with data and systems and the way we run our businesses Cognitive Analysis and AI prepares business users for the era of cognitive analytics artificial intelligence Building on established texts and commentary it specifically prepares you in terms of expectation impact on personal roles and responsibilities It focuses on the specific impact on key industries retail financial services utilities and media and also on key professions such as accounting operational management supply chain and risk management Shows you how users interact with the system in natural language Explains how cognitive analysis AI can source big data Provides a roadmap for implementation Gets you up to speed now before you get left behind If you re a decision maker or budget holder within the corporate context this invaluable book helps you gain an advantage from the deployment of cognitive analytics tools

**Transformational Sales Leadership** Christine A. Eastman, Phill McGowan, Beth Rogers, 2024-04-26 Transformational Sales Leadership Sales Leader Perspectives offers viewpoints from 12 leaders across the global sales industry all of which challenge conventional sales models and promote visionary ways of thinking about sales and leadership The leaders who share their professional stories in the book are from organizations including SAP Google Nationwide US and Royal Caribbean as well as their own practices and they represent a new breed of salespeople who are increasingly sought after by organizations which need to transform their practices They run teams drive analytics and improve operational excellence and their careers rise or fall on getting the right KPIs Their stories address solutions to age

old sales problems but they bring a new perspective to the sales function in the digital age The book focuses on what sales leaders need in order to be innovative Specifically the book shows you how to Coach sales people through disruption Leverage the most valuable habits for success and Provide for meaning and purpose in the hyper connected and volatile sales industry If you are a sales professional looking to succeed in challenging scenarios the journeys recounted in this book demonstrate how the landscape of sales has changed and how thinking about sales differently can help you transform your career

Proceedings of the 1990 Academy of Marketing Science (AMS) Annual Conference B. J. Dunlap,2015-01-02 This volume includes the full proceedings from the 1990 Academy of Marketing Science AMS Annual Conference held in New Orleans Louisiana The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy consumer behavior international marketing industrial marketing marketing education among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

**The Mind Behind The Sale: A Practical NLP Guide To Mindful Selling & Lasting Success** Renny Antony,2025-10-31 NLP for Sales Success Think Better Sell Better Grow Bigger Have you ever wondered why some people sell effortlessly while others struggle even with the same product Most of the time it s not the script it s the mindset NLP for Sales Success is a simple practical and deeply relatable guide that helps you understand how your thoughts words and attitude shape the way you sell This book isn t just about techniques it s about learning how to connect with people in a genuine way build trust naturally and communicate with confidence It s written in everyday language with real examples and easy explanations that make NLP feel simple useful and instantly applicable in real sales situations Inside you ll explore How your mindset affects your sales performance and how to shift it in your favour Simple NLP principles explained in a way that anyone can understand and apply Practical communication habits that help you connect with customers effortlessly Tips to overcome fear hesitation and self doubt the hidden blockers in every salesperson s journey Ways to build trust handle objections and close deals with more confidence and clarity Real life scenarios and relatable examples that show you what to do and why it works Instead of complicated theories this book gives you clear ideas you can use instantly whether you re selling a product an idea or even yourself If you want to grow in sales without feeling robotic or pushy NLP for Sales Success will help you change the way you think speak and connect one conversation at a time

**U.S. Naval Institute Proceedings** United States Naval

Institute,2015      *Marketing Tactics Master Guide for Small Business* Gerald B. McCready,1982      **Close for Life: The Real Estate Agent's Guide to Creating Satisfied Customers that Only Do Business with You** Josh Cadillac,2023-07-11

Stop chasing quick commissions and start building a solid long term real estate business Selling real estate is all about closing as many deals as possible as quickly as possible right Wrong Nothing could be further from the truth True success doesn t come from an obsession with closing deals and getting paid It comes from a clear focus on giving customers an experience they don t feel like they can easily replicate with another agent The real way to succeed in real estate is to make buyers happy and sales will follow In Close for Life realtor trainer and top producer Josh Cadillac puts you on the path to long term success in real estate In these pages he shares his simple sustainable methods for succeeding without focusing on closing transactions Make prospective customers see that you know what you re talking about and are looking out for their best interests Learn all you can about the industry and understand the importance of continuing curiosity and learning Retain customers long after the transaction is done and show them their business means so much more than just money in your pocket Change your focus from customer acquisition to customer retention Today the most effective real estate agents spend less time focusing on getting paid and more time concentrating on building a business that pays them for the rest of their life Whether you re a novice or highly experienced agent Close for Life shows how to dramatically improve your approach      Marketing Handbook: Marketing management Edwin E. Bobrow,Mark David Bobrow,1985      Fundamentals of Selling Charles M. Futrell,1999 Futrell s pragmatic approach pulled from his own experiences as a sales professional emphasizes real world approaches to selling Global and non traditional selling situations like business to business and small business exchanges are featured along with coverage of the impact of new technologies including the Internet on the selling environment New experiential exercises at the end of each chapter challenge the reader to apply the selling concepts just covered      *Bank Marketing* ,1988-07      The Virginia Poultryman ,1988      **Broadcasting** ,1975-10      *The School Library Program in the Curriculum* Ken Haycock,1990      *Sales Management* ,1965-04      Package Engineering ,1973-07

## Embracing the Tune of Expression: An Emotional Symphony within **Becoming The Customer Empathy Influence And Closing The Sale**

In a global consumed by displays and the ceaseless chatter of instant transmission, the melodic beauty and mental symphony created by the prepared term often disappear into the back ground, eclipsed by the persistent noise and distractions that permeate our lives. But, located within the pages of **Becoming The Customer Empathy Influence And Closing The Sale** a wonderful literary treasure brimming with raw emotions, lies an immersive symphony waiting to be embraced. Crafted by an outstanding composer of language, that charming masterpiece conducts visitors on an emotional trip, skillfully unraveling the concealed songs and profound affect resonating within each carefully crafted phrase. Within the depths of this moving review, we can explore the book is central harmonies, analyze its enthralling publishing style, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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## **Becoming The Customer Empathy Influence And Closing The Sale Introduction**

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