

## Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced

By Albert J. Valentino

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### Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced By Albert J. Valentino

Personality Selling is a unique and long overdue concept for understanding the art of influence. It is the first book to combine the most powerful psychological models in use today - Neuro-Linguistic-Programming (NLP), Ericksonian Hypnosis, and the Enneagram personality typing system - with traditional selling techniques to show you how to apply the golden rule of selling: "Sell unto others the way they want to be sold to."

Personality Selling acts as a map that allows the reader to get inside the head of others and recognize the seemingly random and often mysterious aspects of the many personalities we meet. Personality Selling describes such things as; NLP personality traits, the nine personality types of human nature, how the mind makes associations, the structure of rapport, the power of language, and the impact of physiology. It also examines the basics of selling using a powerful psychological approach to gathering information, tailoring presentations, handling objections, and recognizing the various ways people make decisions. It also includes a comprehensive section on the psychology and tactics of negotiation. Through extensive use of experiential language and examples, the reader can actually experience the impact different approaches can have on others so they can fine tune their selling style to achieve success.

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### Editorial Review

#### Review

"Everyone loves to buy and they know how they want to buy. Personality Selling teaches you how to sell them like they love to buy. To leverage your sales effectiveness you need to read this book!!!" -- *Mark Victor Hansen Co-Creator, #1 New York Times Best-selling series "Chicken Soup for the Soul"*

"If you want to refine and strengthen your abilities to create lasting, mutually beneficial relationships with your customers-the foundation for success in sales-read this book. " -- *Anne` Linden, "The first lady of NLP," Author, Mindworks*

"In Personality Selling, Albert J Valentino makes a major contribution to the art and science of persuading. He is a leader in helping salespeople understand human behavior and in applying that information to succeed in selling." -- *Jay Conrad Levinson Author, "Guerilla Marketing" book series*

#### From the Back Cover

Can you sell everyone you meet?

"Sell unto others the way they want to be sold to" - it's the golden rule of selling. Sounds great! But how do you actually do it? Given the wide variety of personality types, do you find you are successful with some but not with all? Do you know all the ways people make decisions? Can you interpret the essential clues revealed by someone's language patterns, tone, tempo and physiology? Can you adjust these variables within yourself to attain rapport and influence those around you? Do you know that creating a win-win negotiation is just as much psychological as it is tactical? If you don't know the answer to any of these questions, isn't it time you did?

For the first time ever, the most powerful psychological models known - Neuro-Linguistic-Programming (NLP), Ericksonian Hypnosis and the Enneagram Personality Typing System - have been combined with traditional selling techniques to show you how to master the art of influence.

You will discover how to:

- \* Identify and sell to each of the nine personality types
- \* Deconstruct personalities to understand people from the inside out
- \* Identify critical, often overlooked NLP personality traits
- \* Adjust your physiology to influence others and yourself
- \* Use NLP to attain rapport with anyone
- \* Master the power of Ericksonian Hypnosis language patterns
- \* Structure powerful win-win negotiations
- \* Use the simplest and most powerful success formula in existence
- \* Easily implement the golden rule of selling
- \* And much, much more

"NLP could be the most important synthesis of knowledge about human communication to emerge." -  
Science Digest

"What sets the Enneagram apart is that it contains such detailed, useful information about what drives us to

behave as we do." - Tony Schwartz

Selling is more than a profession - it's a skill. And the more personality types you can understand and work with, the more influential you will be.

#### About the Author

Albert J. Valentino, M.S., founder of Valentino Consulting, is a certified Master Practitioner of NLP and Ericksonian Hypnosis as well as a certified Enneagram Trainer. He has more than fifteen years of business experience involving thousands of presentations, negotiations and sales. He also has the distinction of being the number one sales person for the top company in its field in its most competitive territory.

## Users Review

### From reader reviews:

#### Marie Aultman:

Now a day people that Living in the era exactly where everything reachable by interact with the internet and the resources inside can be true or not call for people to be aware of each data they get. How a lot more to be smart in getting any information nowadays? Of course the reply is reading a book. Reading a book can help folks out of this uncertainty Information particularly this Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced book since this book offers you rich details and knowledge. Of course the details in this book hundred % guarantees there is no doubt in it you may already know.

#### Jimmy Borrelli:

A lot of people always spent their own free time to vacation or maybe go to the outside with them family members or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you wish to try to find a new activity that is look different you can read a book. It is really fun in your case. If you enjoy the book that you just read you can spent all day long to reading a guide. The book Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced it is quite good to read. There are a lot of those who recommended this book. These were enjoying reading this book. In case you did not have enough space to bring this book you can buy the particular e-book. You can m0ore easily to read this book through your smart phone. The price is not too costly but this book has high quality.

#### Mary Oliveras:

In this particular era which is the greater particular person or who has ability in doing something more are more special than other. Do you want to become one among it? It is just simple strategy to have that. What you are related is just spending your time not much but quite enough to have a look at some books. One of several books in the top collection in your reading list is Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced. This book which can be qualified as The Hungry Mountains can get you closer in getting precious person. By looking up and review this reserve you can get many advantages.

**Sharon Wilson:**

That guide can make you to feel relax. That book Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced was colourful and of course has pictures on the website. As we know that book Personality Selling : Using NLP and the Enneagram to Understand People and How They Are Influenced has many kinds or category. Start from kids until young adults. For example Naruto or Private eye Conan you can read and believe you are the character on there. Therefore not at all of book usually are make you bored, any it makes you feel happy, fun and unwind. Try to choose the best book for yourself and try to like reading this.

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