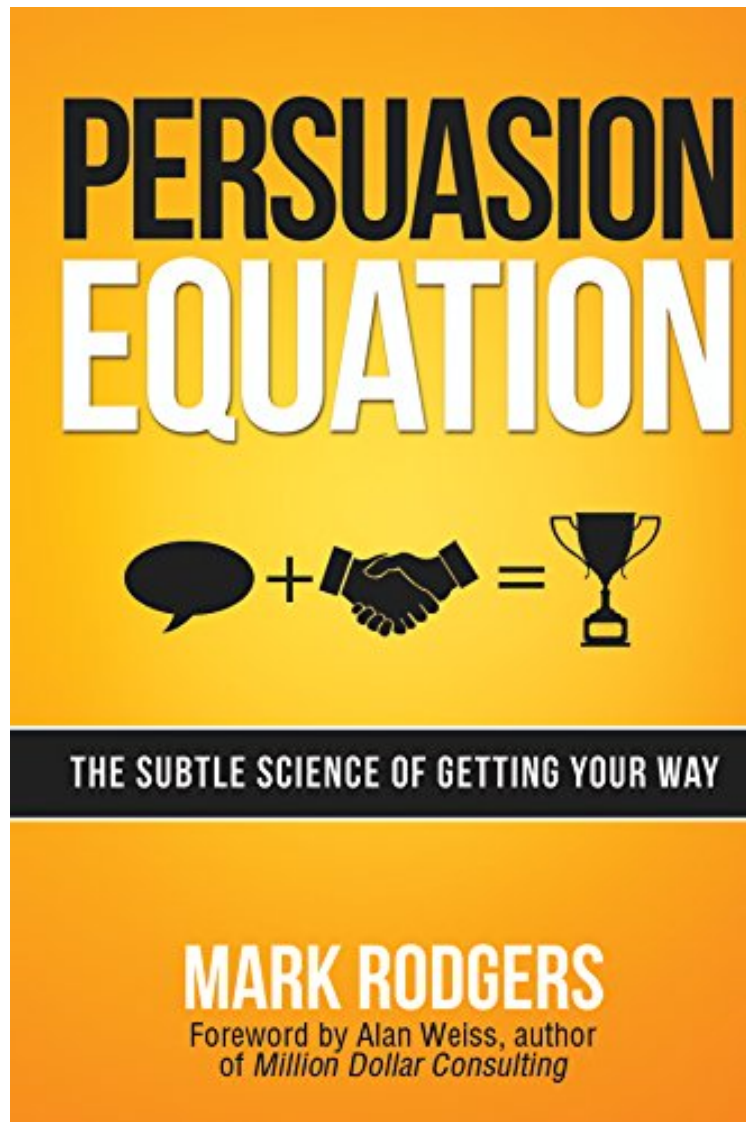


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Mark Rodgers : Persuasion Equation: The Subtle Science of Getting Your Way before purchasing it in order to gage whether or not it would be worth my time, and all praised Persuasion Equation: The Subtle Science of Getting Your Way:

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How do you get people to see things your way? Whether you're trying to secure a promotion, make a sale, or rally support for a new idea, the ability to persuade those around you is absolutely essential to success. Merging research and real-world application, this insightful guide reveals what really drives decisions and introduces readers to the persuasion equation—a powerful combination of factors proven to speed agreement. Readers will discover the surprising reasons people say "yes" and learn how to: Radiate an aura of expertise Win trust and leverage credibility Build a business case that appeals to both heart and mind Adapt for personality, gender, and generational differences Use language strategically Perfect the five-step persuasion process Generate group buy-in Master organizational politics And more From crafting compelling emails to convincing a colleague to nailing the big presentation, Persuasion Equation is your personal recipe for success.

Persuasion expert Mark Rodgers shares his knowledge on how persuasion works and teaches you how to persuade others, one step at a time. getAbstract recommends this potent treatise to salespeople, entrepreneurs and anyone seeking to become more persuasive. "Rodgers excels at making a complex topic truly accessible, resulting in a valuable tutorial on getting to "yes" in the corporate world." -- Publishers Weekly From the Back Cover My educated guess is that there are approximately 1,001 research-based tips in this book for making yourself more persuasive in business situations. Mark Rodgers talks about something else just as important, though: how to conduct yourself with grace and integrity when things don't go your way. Daniel H. Pink, best-selling author of To Sell Is Human and Drive Anyone in a role that requires advocacy and influence would benefit from the practical advice Mark Rodgers offers in Persuasion Equation. Steve King, Executive Director, University of Wisconsin School of Business Are some people naturally more persuasive than others? No. Persuasion in business settings is a quantifiable and repeatable science that any professional can learn. Persuasion Equation presents a series of specific steps that together form an ultra-powerful driver of agreement, decision making, ownership, and productivity. This eye-opening and practical book reveals universal but surprising truths about: What persuasion is, and what it's not; Credibility: how it's gained, lost, and rebuilt; The real reasons people say no, and what they need to hear to get to yes; Personality differences, gender and age gaps—and how to leverage them toward agreement Yours; You'll also learn how to use precise combinations of quantitative and qualitative reasoning to target the logical, financial, and emotional sides of an issue, so that buy-in is truly three dimensional. Persuasion Equation's use-it-now tools include: 19 ways to influence up, down, and sideways; Moment-of-Yes; and A seven-step Persuasion Action Plan; 10 Emergency Actions for when things are headed south; And proven tips for building self-confidence and persuading the most important colleague of all . . . yourself There is no magic or secret to getting the agreement and cooperation you need for success. Just a dynamic process suited to any business situation, in any industry, and at any level. It's logical, it's clear, and it always works. It's the Persuasion Equation. Mark Rodgers is a principal partner of the Peak Performance Business Group, which helps clients dramatically improve their ability to persuade. A sought-after speaker, he has conducted more than 1,500 sales and persuasion workshops, and averages more than 200 presentations a year. He pens the Persuasion Matters blog and is the author of Accelerate the Sale. Visit his website: www.PersuasionMatters.com. About the Author Mark Rodgers is a principal partner of the Peak Performance Business Group, which helps clients dramatically improve their ability to persuade. A sought-after speaker, he has conducted more than 1,500 sales and persuasion workshops, and averages more than two hundred presentations a year. He is the author of Accelerate the Sale! and pens the Persuasion Matters blog.