

**More Success with Sales**  
*by Paul McKenna*

*Consider the goals or the desires of the person as though they are your own goal*

*Build Strong Relationships*

*Sharpen Up Your Senses*

*Be Flexible*

*If you want to influence someone, look to your own behaviour*

Finding nice ways to build rapport with different clients

Finding out what your customers really want - what feelings they are looking for

continually developing your ability to handle a wider range of responses

begin to treat other people's needs and wants as if they were your own