



Contagious Selling: How to Turn a Connection into a Relationship that Lasts a Lifetime

David Rich

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The breakthrough selling method that converts leads into customers, customers into repeat customers, and repeat customers into lifelong relationships

Salespeople too often approach selling as a transaction instead of a relationship--going in with the intention to sell rather than to build a relationship. Use the lessons in *Contagious Selling* to put relationships first--and sales will inevitably follow.

Contagious Selling provides the tools for captivating even the toughest customers and then cultivating genuine relationships through the power of being contagious. A leading expert on persuading and motivating others, David Rich presents his powerful new method for attracting, connecting with, and maintaining buyers. Inside, he teaches you how to

- Get prospects to feel as if they've known you their whole lives
- Use voice modulation and body language to instantly connect with anybody
- Sell yourself without sounding self-serving
- Manage the transition from captivation to cultivation
- Make your customers "competition proof"

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