

CONTENTS

Preface..... *vii*

Part 1 The Starting Point – People, Beliefs and Relationships..... 1

- 1 – Daring to Begin 3
- 2 – The Role of the Subconscious in Influence 9
- 3 – How to be More Liked by More People..... 19
- 4 – How to Remember People’s Names..... 33
- 5 – How to Develop Good Relationships..... 37

Part 2 Persuasion and Influence..... 67

- 6 – The Five Keys to Persuasion and Influence..... 69
- 7 – How to Create Genuine Empathy..... 85
- 8 – Asking Questions and Accepting the Answers..... 93
- 9 – Understanding Implications and Influence..... 101
- 10 – Thinking Long Term and Getting Your Own Way..... 113
- 11 – The Importance of Preparation in Influencing..... 127
- 12 – Different Strokes for Different Folks 135

Part 3 Overcoming Objections and Negotiation 141

- 13 – Techniques to Handle All Objections 143
- 14 – The First Four Steps to Negotiation 155
- 15 – The Final Four Steps to Negotiation..... 169
- 16 – Getting People to Do What They Have Agreed to Do 179

Part 4 The Reasons People Buy What They Buy..... 193

- 17 – The Psychology Behind Why People Buy What They Buy 195



18 – Rarity	205
19 – Empathy and Ego	215
20 – Authority.....	219
21 – Special Deal	223
22 – Obligation	233
23 – Nervousness	241
24 – Social Pressure.....	245
25 – How People Choose	251
26 – Putting the Reasons Together.....	261
Part 5 How Memory, Learning and Communication Work.....	267
27 – How to Get People to Remember What You Have Said.....	269
28 – How Learning Works and Why Power Point Doesn't.....	273
29 – How to be a More Effective Communicator.....	281
Part 6 Trust, Motivation and What You Need to do Next	285
30 – The Seven Things that Really Matter in Relationships	287
31 – How to Build Trust That Lasts a Lifetime.....	297
32 – Motivation	313
33 – Say What You Are Going to Do and Do What You Say.....	327
34 – Influence, Persuasion and the Purpose of Life.....	343
<i>Appendix: Philip's Purpose</i>	<i>353</i>
<i>Philip's Desiderata</i>	<i>355</i>
<i>About Philip Hesketh.....</i>	<i>359</i>