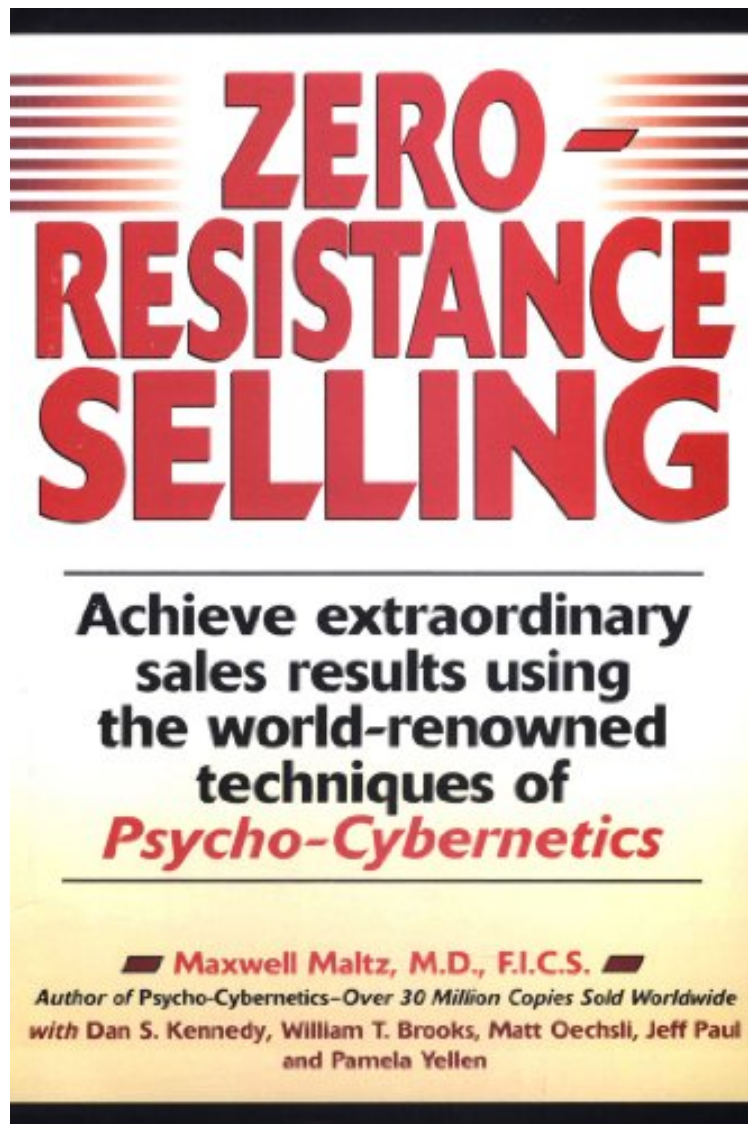


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Zero-Resistance Selling is your guide to literally "reprogramming" your own self-image to help you attain your loftiest selling and career goals. You'll find step-by-step strategies to harness the power of your imagination to wipe away resistance to your sales presentations ... become an irresistible "master closer" ... conquer self-defeating habits ... and use stress to your advantage.

.com The inspiration for Zero-Resistance Selling is psycho-cybernetics guru Maxwell Maltz. Although Maltz died in 1975, the book is written in Maltz's voice by five sales and psycho-cybernetics experts: Dan S. Kennedy, William T. Brooks, Matt Oechsli, and Jeff Paul and Pamela Yellen. The book outlines a self-improvement program designed to help sales professionals overcome low self-esteem using Maltz's own techniques for reprogramming the subconscious mind. Coauthor Kennedy writes that the goal of Zero-Resistance Selling is to create "a new kind of selling experience, free of all the resistance and obstacles manufactured inside the mind, and free of the resistance served up by prospects who sense insecurity on the part of the salesperson."About the AuthorMaxwell Maltz, M.D., F.I.C.S., was one of the most important and renowned authors in the field of psychology. His books include Creative Living for Today, The Magic Power of Self-Image Psychology, and the bestseller Dr. Pygmalion. A brilliant plastic surgeon, he was also an internationally renowned professor and lecturer.