



The Unfair Advantage: Sell with NLP!

Duane Lakin

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The Unfair Advantage is a "workshop-in-a-workbook." It contains practical ideas and exercises for applying NLP (neurolinguistic programming) to sales and marketing. It includes "how-to" ideas for selling face-to-face, telemarketing, direct mail, and other real-world situations. Included are examples of scripts and techniques that have produced proven sales increases in direct sales and in telemarketing. It is a theory-free collection of techniques based on a workshop that has been presented to CEOs and sales professionals in over 500 companies in North America and England.

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