

SWEET PERSUASION

*The Illustrated
Guide to
Unparalleled
Management
Success*



PAUL KARASIK

SWEET PERSUASION

Contents

Introduction.....	11
1 What Is Sweet Persuasion?	12
2 What Makes People Tick?	18
3 How to Stay Motivated.....	29
4 Why Johnny Can't Manage	34
5 Why Johnny Can Manage.....	41
6 Don't Blow It on the Small Stuff	46
7 How to Sell Yourself Every Time	50
8 Selling Your Ideas.....	53
9 The Answer Is Contained Within the Question.....	64
10 Are You Listening?.....	76
11 How to Deliver a Perfect Presentation	86
12 How to Overcome Objections	92
13 Now, Shake the Money Tree.....	100
14 How to Achieve Your Goals	106
15 Making Dreams Come True	110
16 My Wish for You	122
Epilogue	124

About the author

Paul Karasik is one of America's leading business consultants and lecturers. His list of Fortune 500 clients is a Who's Who of American business. An award-winning salesman who speaks from 18 years of personal experience, Karasik is president of The Business Institute, a sales and management training company that annually trains thousands of men and women. He is also president of the American Seminar Leaders Association and author of two books, *Sweet Persuasion: The Illustrated Guide to Closing the Sale* (Simon & Schuster) and *How to Make It Big in the Seminar Business* (McGraw-Hill).

Products and services offered by Paul Karasik:

- Keynote Speeches
- Motivational Programs
- Sales Training
- Audio and Video Learning Systems
- Customized Sales and Management Training

For more information on how Paul Karasik can increase your professional success, please call or write:

The Business Institute
899 Boulevard East, Suite 6A
Weehawken, New Jersey 07087

Phone (201) 864-9149 or Toll-Free (800) 735-0511

SWEET PERSUASION

The Illustrated Guide to Unparalleled Management Success

Positive relationships are productive relationships, and the manager who knows how to stir the emotions of others and foster cooperation among staff and colleagues is a person who can get *any* job done.

Now one of America's leading business consultants and lecturers shows you exactly how to influence and motivate other people — subordinates, co-workers, friends, even bosses — to get them to buy into your ideas and follow your leadership.

SWEET PERSUASION gives managers a powerful, often overlooked key to achieving professional (and personal) success. It could be the most important management tool you'll ever own, providing you with:

- ◆ Workplace-tested strategies that inspire people to work hard and meet business goals
- ◆ Techniques anyone can use to develop win/win relationships that benefit each party
- ◆ Ways to create a sense of participation, loyalty, and mutual respect

What's more, numerous drawings throughout the guide illustrate the art of "sweet persuasion" in a way that's both amusing and remarkably effective.

ABOUT THE AUTHOR

Paul Karasik is a business consultant whose list of Fortune 500 clients reads like a Who's Who of American Business. He has also written *How to Make It Big in the Seminar Business*.



PRENTICE HALL

Career & Personal Development
Englewood Cliffs, NJ 07632

Simon & Schuster, A Paramount Communications Company

Cover Design by Juan S. DeGuzman

ISBN 0-13-756255



9 780137 562558

900