

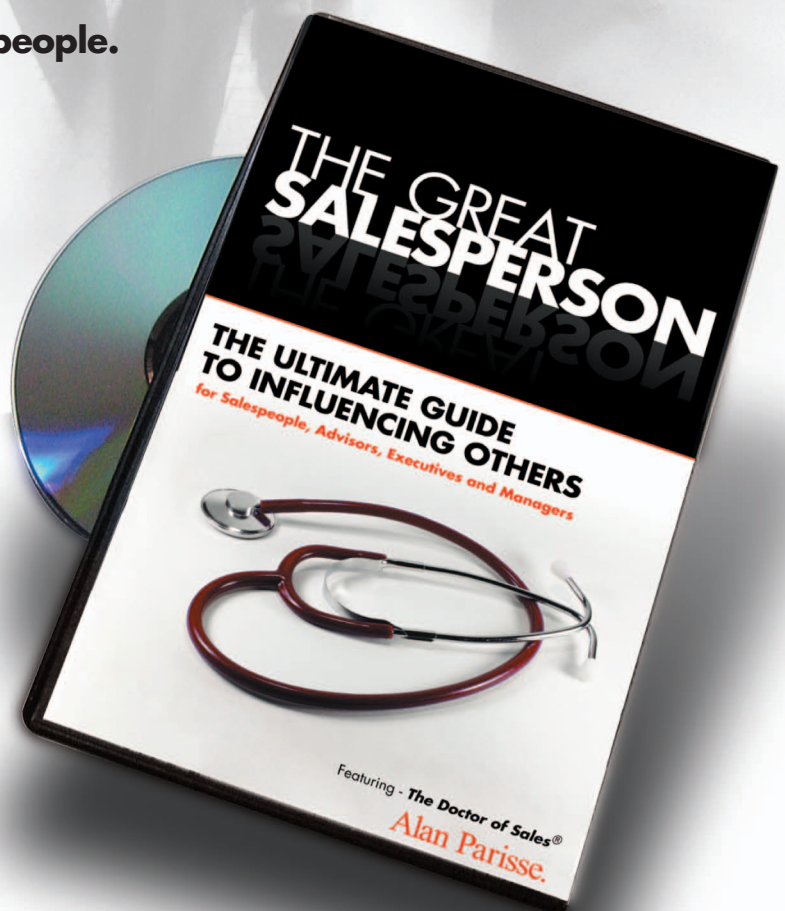
# THE ULTIMATE GUIDE TO INFLUENCING OTHERS

for Salespeople, Advisors, Executives and Managers

**Doctors are an extraordinary group of people.**

We can learn from them. Doctors don't know it, but they follow the Rules of Selling. They tell us what to do in matters of life and death, even when they aren't completely sure. They know if they maybe/possibly/sort of recommend a treatment, we won't do it. Even in the face of malpractice suits, doctors have the courage to tell us what to do.

How in the world can we expect our clients to respect us if we don't tell them what to do? If you want your clients to respect you the way they respect their doctors, do what doctors do? Follow the Rules of Selling: tell your clients what to do. Be **THE DOCTOR OF SALES®**.



## Alan Parisse.

"One of the Top 21 Speakers for the 21<sup>st</sup> Century"  
- Successful Meetings Magazine