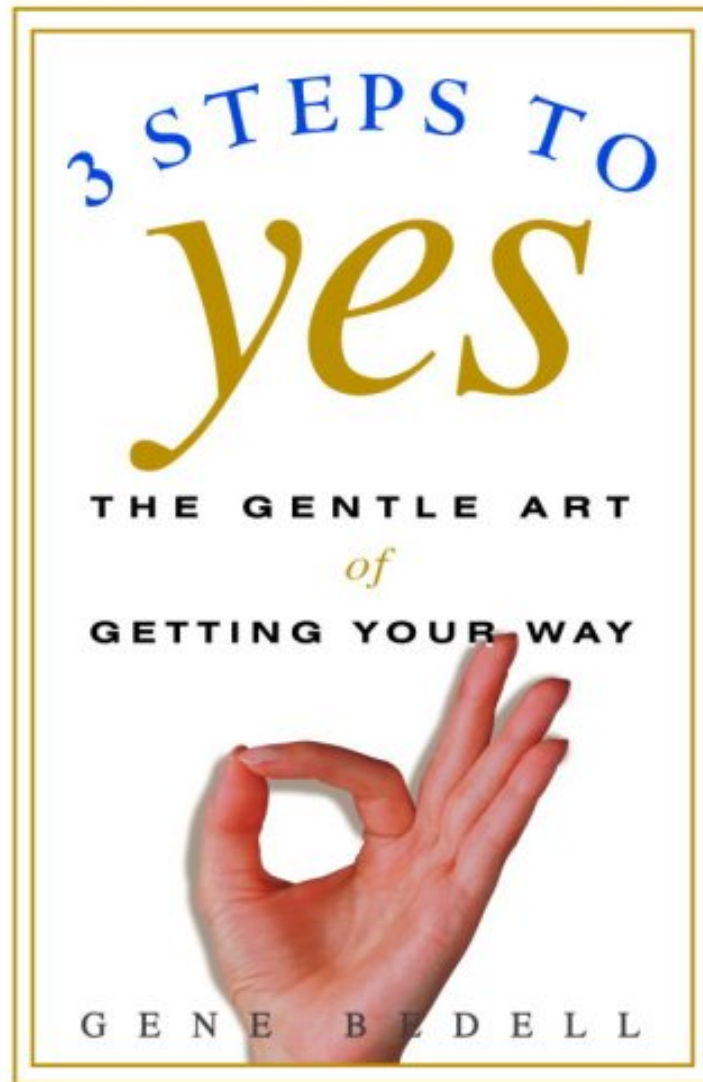


(Mobile book) Three Steps to Yes: The Gentle Art of Getting Your Way

Three Steps to Yes: The Gentle Art of Getting Your Way

Gene Bedell

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Gene Bedell : Three Steps to Yes: The Gentle Art of Getting Your Way before purchasing it in order to gauge whether or not it would be worth my time, and all praised Three Steps to Yes: The Gentle Art of Getting Your Way:

2 of 2 people found the following review helpful. Sales for PoetsBy John FaughnanPart way through his short and readable book I decided Gene Bedell was just the sort of cheerfully cynical sales gunner I've been looking to learn from - albeit not to imitate. That was when he wrote of meeting his Prospect's "personal needs" by "arranging for him to make the keynote speech at an important industry meeting".Or, you could, you know, slip your Prospect a thousand dollar bill. It's just a matter of degree.By the time I was done though, Bedell had persuaded me that he's not nearly as

amoral as I first thought. Yeah, he really has to win -- but he likes his Prospects to win as well. Including the Prospects reading his book. Amoral gunner or admirable entrepreneur, or maybe a bit of both, he's written the sales book for me. In Bedell's words I'm a Poet, I ain't got a sales gene in my body. I'm so bad my specialty is covert persuasion, by which my ideas and proposals are delivered by indirect and untraceable paths. After reading Bedell's "Sales for Poets" book though, I can see about a dozen ways to change what I do. Even if I can't execute on all 21 of his key recommendations at once, I can surely double my persuasiveness by just getting to average on 3-4 of 'em. I intend to work on a different 3-4 each month over the next year. I wouldn't have wanted to read this book 10 years ago, but if I had my life would have been different (not necessarily better of course, but certainly different). It's a powerful paeon to persuasion, and, as the title suggests, a good complement to the classic book on negotiation "Getting to Yes". 7 of 7 people found the following review helpful. Awesome Book! By Bob Burg 3 Steps To Yes is truly a magnificent work! Mr. Bedell's book came highly recommended and not only did it live up to its praise, it far surpassed it! As a student of positive persuasion, I've read numerous books on this subject; many of which are excellent. This book is the best (along with Carnegie's "How To Win Friends . . .") as, not only is the information top-notch; the author's instruction is simple-to-apply, and immediately applicable. His stories, used as examples from which we all can learn and benefit, are interesting, compelling, and I know it allowed me to see myself utilizing these wonderful win/win methods in my own life. Parents will especially love his advice regarding persuading children in a way that will benefit everyone involved. In fact, although there are lots of helpful business examples throughout the book, if you are a parent or plan to be one, you'll want to own this book for that reason alone. This is one of those books that you'll most likely want to buy as gifts for loved ones and anyone else you wish to be successful in their lives. 1 of 1 people found the following review helpful. An insightful book By Jaime Andres Sanchez Alba This book really does have a way to teach you the difference between persuasion (getting your way and helping someone else in the process) and manipulation (a selfish way to get your way by hurting others). It's a negotiation book that will teach you how deliver the message of your conversations in a positive way.

Three Steps to Yes shows you how to sell your ideas or yourself . . . a clear guide for instilling trust and respect. Everybody has to sell something sometimes. Whether you're a manager or an employee, getting your message across requires selling yourself and your ideas in a way that guarantees a positive response, even from the most stubborn listener. Three Steps to Yes teaches you how to get your way without becoming a high-pressure salesman, without compromising your principles, and without hurting your personal relationships. Gene Bedell demonstrates the difference between having just good ideas and having your good ideas put into action. His three-step plan shows you how to: * Fulfill your personal needs as well as others' * Be credible and trustworthy * Communicate persuasively Three Steps to Yes isn't a book of selling tricks. It's a model for persuading your coworkers or your customers to do what you need them to do. Gene Bedell gives you a simple, ethical, and effective approach to getting your way and achieving your potential. You'll learn to win people's hearts as well as their minds. Full of helpful hints, invaluable tactics, and illuminating anecdotes, Three Steps to Yes is required reading for everyone from managers to mothers, bankers to business execs, and, yes, even salespeople.

Whether parents are talking with their children or managers are trying to get employees to work harder, how we convey our message is crucial. According to Bedell, a sales consultant and trainer, "Persuasion is the difference between having potential and achieving your potential." He believes that once people understand three key principles: Fulfill personal needs, be credible and communicate persuasively they will painlessly master the art of getting what they want. Aimed at a general audience of "poet" persuaders who aren't sales professionals, Bedell's guide offers a variety of examples from both home and work life. For instance, he tells of two co-executives who joined a company at the same time, one of whom was so difficult to deal with that everyone ended up working through the second individual until the easy-to-deal with man was promoted while the other was fired. Similarly, at home, kids don't want to deal with a confrontational parent who finds fault with everything. Bedell urges people to "Be easy-to-buy, easy-to-deal-with, easy-to-do-business with and easy-to-live with." His advice should help readers handle their personal and professional interactions more effectively, while Bedell's comforting tone will reassure them. Still, this breezy volume will only help readers who are ready to consciously take the time to consider all their interactions ahead of time, something that may be difficult in today's fast-paced world. Copyright 2000 Reed Business Information, Inc. "The book is splendid. It's a practical, powerful and lively fusion of tough-minded theory you can remember with examples you won't forget." -- Michael Mills, director of Professional Services, Davis Polk Wardwell From the Hardcover edition. From the Inside Flap Everybody has to sell something sometime. We're not just talking about salespeople making quotas. Parents have to sell their kids on the idea of eating vegetables and not taking drugs; managers have to sell their employees on the idea of showing up on time and producing. Getting your message across requires selling yourself and your ideas in a way that guarantees a positive response from the most stubborn listener. Gene Bedell spent a lifetime selling, but he changed his method when he discovered a better way. Three Steps

to Yes shows you how to move anyone from no to yes in just three simple steps. It enables you to get people to do what you ask them to do and believe what you want them to believe without being a bully, damaging your relationships, or compromising your principles. All the old-fashioned persuasion techniques -- authoritative power, punishment, rewards, verbal manipulation, relationship selling, negotiation -- will be a thing of the past once you make this breakthrough three-step technique a part of your life. Three Steps to Yes isn't a book of selling tricks. It's a new paradigm that shows you how to persuade your customers, your kids, or your coworkers to let you have your way by recognizing their needs, showing them your core values, and communicating effectively. Full of helpful hints, invaluable tactics, and illuminating anecdotes, Three Steps to Yes is required reading for everyone from managers to mothers, bankers to business execs, and, yes, even salespeople.