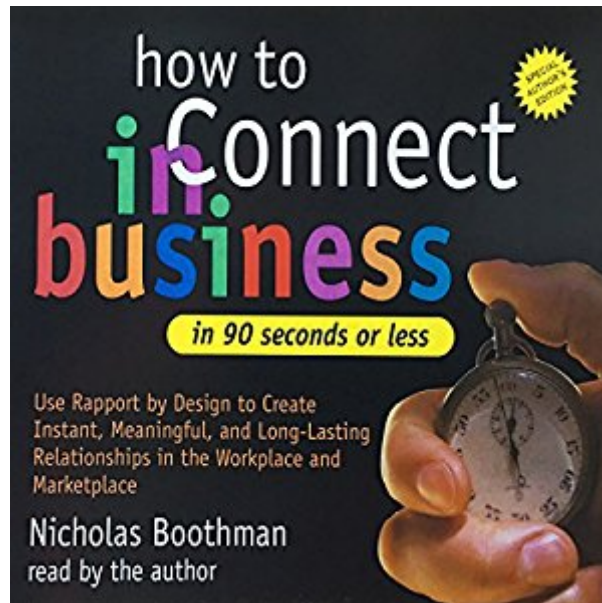




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# How To Connect In Business In 90 Seconds Or Less



## Synopsis

In business, we can't make a living selling to our friends. We don't have the luxury of choosing our colleagues or our managers, our clients or counterparts in other companies. So learning how to establish rapport with all sorts of people is crucial, which is what Nicholas Boothman teaches, simply yet powerfully, in his step-by-step program. It begins with the ABCs of Neuro-Linguistic ProgrammingâAttitude; Body Language, including how to synchronize with another person; and Congruence, where communication is coordinated both in what we say and how we say it. Then Boothman describes the four key business personalitiesâDreamers, Persuaders, Controllers, Analystsâand how to communicate with each one. He shows how to nail down the Big Idea in a 10-second presentation, how to be a schmoozer instead of a dry fact-talker, and how to establish credibility and authority right out of the gate. Filled with skills, techniques, and creative exercises to help make the most of every type of encounter and relationship, this book is a direct connection to success. --This text refers to the Hardcover edition.

## Book Information

Audible Audio Edition

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## Customer Reviews

I was actually going to cancel this order, boy am I glad I didn't - great audio book with lots of good information for self improvement

I picked up this book because I wanted to improve my ability to network and make business contacts. The majority of the book is common sense advice and is fairly helpful. You're not going to read anything particularly novel nor innovative by any means (contrary to what some of these

reviews might lead you to believe). It's a quick read and has some good reminders, but it's mostly just good advice slightly adapted to the business world. I'd recommend the book, but don't expect to hear anything you haven't heard before.

Great advice and well narrated! Nick provides actionable, practical tips on how to be more effective in personal interactions. How to pace and watch for queues in your audience whether it be an audience of 1 or 1,000.

I was inspired by the simplicity and practicality of Boothman's approach. This audio book is packed with tips on how to connect to people and is presented by the author in a snappy and entertaining way. When you've finished it, you'll want to go back and listen it again. It's insights help me to be more charming when interacting with other people instead of more alarming! :-)

Essentially this book is about how to pick up on subtle clues that let you understand what makes someone else comfortable. Once you know how to do that, you can structure your message in such a way that breaks down barriers to communication. Will the book allow you to suddenly gain a hundred new contacts or friends? No. Will you be able to manipulate anyone to do things they don't want to do? No. If you follow the book and practice the exercises will you have more success in social situations? Yes.

One of the finest, easiest to read books on business communication I have ever read. Boothman gets right to the point and doesn't waste your time. He provides sound, executable strategies for connecting with people that have payed dividends time and time again in my professional career

Great information for all people to use.

Worth a read

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How to Connect in Business in 90 Seconds or Less How to Connect With People: Make People Like You In 60 Seconds or Less (Know What to Say to Anyone, Be Popular) 5SOS (5 SECONDS OF SUMMER) SONGS QUIZ Book: Songs from 5SOS ALBUMS (5 Seconds Of Summer & LiveSOS) and 5SOS EPs (Unplugged, Somewhere New, She Looks So ... INCLUDED! (FUN QUIZZES FOR TEENS & KIDS) Connect Instantly: 60 Seconds to Likability, Meaningful Connections, and Hitting It

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