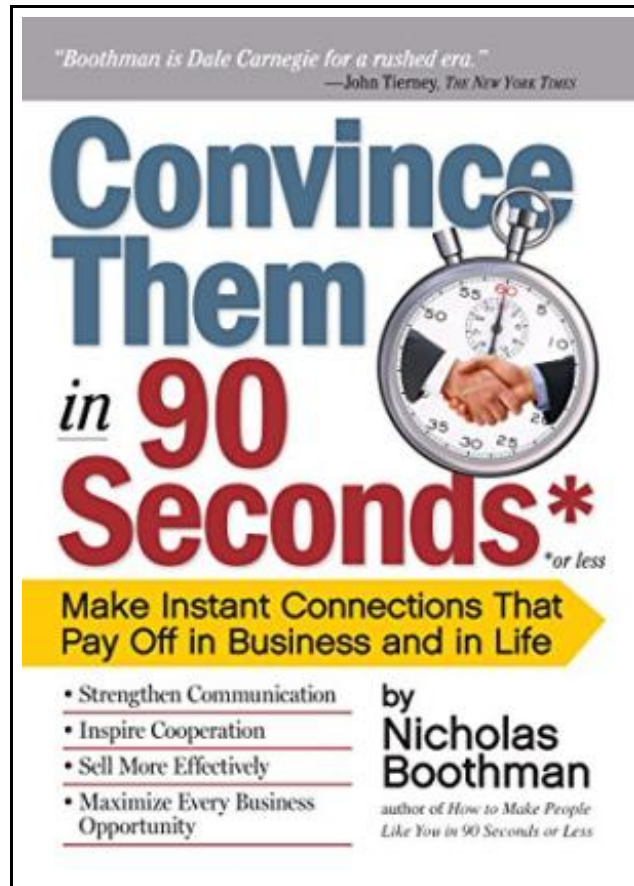# Convince Them in 90 Seconds or Less: How to Connect in Business

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Reviews

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CONVINCE THEM IN 90 SECONDS OR LESS: HOW TO CONNECT IN BUSINESS

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Workman Publishing. Paperback. Book Condition: new. BRAND NEW, Convince Them in 90 Seconds or Less: How to Connect in Business, Nicholas Boothman, Boothman's message is central, and in this current business climate, critical: whether selling, interviewing, or motivating a team, success depends on convincing the other person-and the quickest and best way to do that is through what he calls "rapport by design." Using the science of Neuro-Linguistic Programming (built upon body language, attitude, voice, and synchronizing behavior), Boothman shows how to create a winning first impression and, within 90 seconds, a lasting trust. Then, when those 90 seconds are up, he shows how to master the people-to-people skills that are essential to an ongoing business relationship. A new chapter added just for the paperback serves as a communication primer-drawing on his years in advertising, Boothman reveals how to make your message stand out and stick in a world that's already glutted with information.

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