



Convince Them in 90 Seconds or Less: Make Instant Connections That Pay Off in Business and in Life

By Nicholas Boothman

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Now in paperback, revised throughout, with a timely new chapter and title—

The original *How to Connect in Business in 90 Seconds or Less* received praise such as: "Nick Boothman's brilliant stroke is to guarantee that within the first 90 seconds of meeting someone you'll be communicating like old trusted friends. But he doesn't stop there. This book shows how to turn those instant connections into long-lasting, productive business relationships."—Marty Edelston, publisher, *BottomLine/Personal*. And: "Success in business depends on effectively communicating ideas, at least as much as thinking them up, and Boothman tells us how to do that."—Matthew Bishop, *The Economist*.

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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Editorial Review

From the Inside Flap

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 Programming--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 personalities--Dreamers, Persuaders, Controllers, Analysts--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.

From the Back Cover

Whether you're selling, negotiating, interviewing, networking, or leading a team, success depends on convincing other people—and convincing other people depends on making meaningful connections. Nicholas Boothman, an expert on forging instant relationships, shows how to use the tools that belong to all of us—face, body, attitude, and voice—to make a dazzling first impression, establish immediate rapport and trust, and master the people-to-people skills that will help you persuade others to embrace and act on your ideas.

About the Author

Nicholas Boothman, author of *How to Make People Like You in 90 Seconds or Less*, learned how to establish instant rapport with strangers while working as a fashion and advertising photographer. A licensed Master Practitioner of Neuro-Linguistic Programming, he is a consultant to individuals, groups, and corporations who want to learn the communication skills needed to connect with others. He lives outside of Toronto.

Users Review

From reader reviews:

Daisy Richardson:

Reading can called mind hangout, why? Because if you are reading a book specially book entitled Convince Them in 90 Seconds or Less: Make Instant Connections That Pay Off in Business and in Life your head will drift away trough every dimension, wandering in each aspect that maybe unidentified for but surely will become your mind friends. Imaging every single word written in a book then become one contact form conclusion and explanation which maybe you never get before. The Convince Them in 90 Seconds or Less: Make Instant Connections That Pay Off in Business and in Life giving you an additional experience more than blown away your brain but also giving you useful facts for your better life with this era. So now let us explain to you the relaxing pattern is your body and mind will probably be pleased when you are finished examining it, like winning a game. Do you want to try this extraordinary spending spare time activity?

Thomas Llanos:

Do you one of the book lovers? If yes, do you ever feeling doubt if you find yourself in the book store? Aim to pick one book that you find out the inside because don't ascertain book by its cover may doesn't work this is difficult job because you are afraid that the inside maybe not while fantastic as in the outside look likes. Maybe you answer can be Convince Them in 90 Seconds or Less: Make Instant Connections That Pay Off in Business and in Life why because the fantastic cover that make you consider concerning the content will not disappoint you actually. The inside or content is usually fantastic as the outside as well as cover. Your reading 6th sense will directly guide you to pick up this book.

Jolie Browne:

The book untitled Convince Them in 90 Seconds or Less: Make Instant Connections That Pay Off in Business and in Life contain a lot of information on the item. The writer explains the girl idea with easy approach. The language is very straightforward all the people, so do definitely not worry, you can easy to read that. The book was authored by famous author. The author will take you in the new period of time of literary works. It is easy to read this book because you can read more your smart phone, or gadget, so you can read the book throughout anywhere and anytime. If you want to buy the e-book, you can open up their official web-site and order it. Have a nice examine.

April Hannah:

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