

Winning Moves

The Body Language of Selling

The keys, strategies, moves,
gestures, expressions, style and
aura that work for the winners

Ken Delmar

Winning Moves The Body Language Of Selling

Jean Herold



Winning Moves The Body Language Of Selling:

Winning Moves Ken H. Delmar, 2020-01-07 We are in touch but we have lost touch This is the impact of all the devices Email texting social media and endless hours we spend on the Internet these days To be a winner in business today you need an extra dimension an edge With *Winning Moves Body Language For Business* you can learn to present a new and enhanced super you to people prospects customers and leads You can learn to spot and decode your prospect s nonverbal signals and handle indifference skepticism objections or hostility You can cultivate and refine your image management self confidence aura expressions gestures and posture You can upgrade your public speaking presentation negotiation and deal closing skills In *Winning Moves Body Language For Business* you will find real world techniques that will improve your power to convince augment your attraction and beef up your bottom line *Winning Moves* is primarily for people in business with a focus on sales presentation and negotiation but it can work as well for those in related disciplines law politics education psychology journalism or any activity involving live interaction with people *Winning Moves* nonverbal techniques and tactics can be your winning edge *Winning Moves* Ken Delmar, 1986 A business film producer distills from ten years of films the consistent repertoire of postures gestures expressions and style displayed by successful salespeople ***Selling Electronic Media*** Ed Shane, 1999-02-17 Selling is identifying and satisfying customer needs profitably Profitable for you profitable for them Diane Sutter President and CEO of Shooting Star Broadcasting owner of KTAB TV Abilene Texas This is the definition of sales used throughout Ed Shane s comprehensive and timely textbook *Selling Electronic Media* This new definition reflects the customer orientation of today s marketing environment as well as the product orientation of selling Today s selling is a win win proposition a win for the seller and a win for the customer Using interviews with industry leaders and reports of their selling experiences *Selling Electronic Media* shares insight and practical advice in the basics of selling prospecting qualifying needs analysis presentations answering objections closing relationship management Focusing on the merging and converging of electronic media and the need for branding of media at all levels this highly readable book offers complete coverage of advertising sales for radio television and cable plus the new and emerging mass communication technologies primarily those generated by the Internet *Selling Electronic Media* is enhanced with review highlights and discussion points and illustrated throughout with visuals used by media outlets to market commercials and their audience reach Students pursuing sales and marketing careers in electronic media and professionals wishing to reinforce their understanding of the merging and converging media environment will find what they need in the pages of this book *Keith's Radio Station* John Allen Hendricks, Bruce Mims, 2014-08-07 Keith s *Radio Station* offers a concise and insightful guide to all aspects of radio operations explaining the functions performed within every professionally managed station Now in its ninth edition this book continues its long tradition of guiding readers to a solid understanding of who does what when and why This new edition explains what radio in America has been where it is today and where it is going Covering the basics of how programming is

produced financed and delivered across a spectrum of technologies including the newest technological trends such as streaming and podcasting satellite and HD Radio John Allen Hendricks and Bruce Mims argue that the future of radio remains bright and strong as it continues to evolve with emerging technologies New to this edition New and updated essays from industry leaders discussing how radio is evolving in an era of rapidly changing technology A thorough examination of Internet radio online music services and mobile listening devices An analysis of how new technologies have fragmented the advertising dollar A discussion of station website content and promotional usage of social media A revised examination of technologically advanced strategies used in traffic and billing departments Updated full color photos and illustrations The new companion website features content for both students and instructors including an instructors manual lecture slides test questions audio examples of key concepts quizzes for students and links to further resources

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The Radio Station Michael C Keith, 2012-09-10 This book is bible for beginning radio professionals the complete definitive guide to the internal workings of radio stations and the radio industry Not only will you begin understand how each job at a radio station is best performed you will learn how it meshes with those of the rest of the radio station staff If you are uncertain of your career goals this book provides a solid foundation in who does what when and why The Radio Station details all departments within a radio station Topics explained include satellite radio Web radio AM stereo cable and podcasting Also mergers and consolidation future prospects new digital technologies This edition is loaded with new illustrations feature boxes and quotes from industry pros bringing it all together for the reader Going strong after 20 years The Radio Station is now in its eighth edition and long considered the standard work on this audio medium It remains a concise and candid guide to the internal workings of radio stations and the radio industry explaining the functions performed successfully within every well run station

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