



# Persuasion IQ: The 10 Skills You Need to Get Exactly What You Want

*Kurt Mortensen*

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## **Persuasion IQ: The 10 Skills You Need to Get Exactly What You Want** Kurt Mortensen

Do you realize how much your professional success, your income, and even your personal relationships depend on your ability to persuade, influence, and motivate other people? Yet many of us continue to use outdated techniques for convincing others...or worse yet, have no technique at all. Kurt Mortensen, through his Persuasion Institute, has sought out and studied the world's top persuaders, and with his specially formulated Persuasion I.Q. assessment—the most comprehensive persuasion resource available today—he lets readers in on the essential habits, traits, and behaviors necessary to cultivate their natural persuasive abilities. Concentrating on the 10 major Persuasion I.Q. skills, the book allows readers to determine their own current Persuasion I.Q., helping them to identify their strengths and weaknesses, and starting them down a path to enormous success and wealth. The book reveals powerful techniques that will enable them to: read people quickly • create instant trust • get others to take immediate action • close more sales • win over clients • accelerate business success • earn what they're really worth • influence others to accept their points of view • win negotiations • enhance relationships • and—most important—hear the magical word “yes” more often! Whether we're selling a product, presenting an idea, or asking for a raise, persuasion is the magic ingredient. This powerful, life-changing book will transform anyone into a persuasion genius.

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