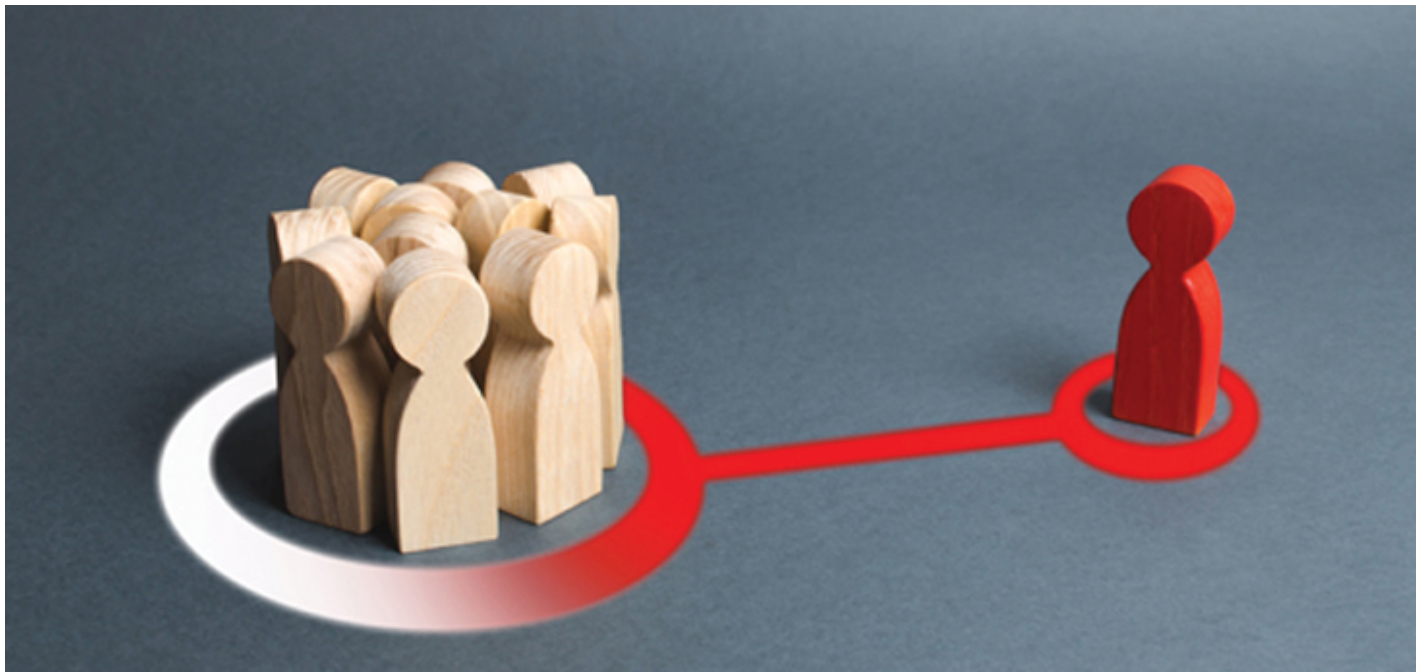


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The Art and Science of Influence and Persuasion

Despite the prevalence of sales in our lives, the art of selling has never been more different. In fact, sales have changed more in the past 15 years than in the past 1,500 years.

To help us be more effective in today's environment, there are three new "ABCs" we should learn: **A**ttunement, **B**uoyancy, and **C**larity.

- **Attunement:** Seeing through the lens of the customer
- **Buoyancy:** Having the ability to stay afloat, especially when facing rejection
- **Clarity:** Go from being a problem solver to a problem finder

These three essential qualities each have data-driven applications and tools to help us all become better at **selling, influencing, and persuading**. [CLICK HERE](#) for more details.

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