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Summary : The Art Of Woo - G. Richard Shell and Mario Moussa: Using Strategic Persuasion to Sell Your Ideas

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Complete summary of G. Richard Shell and Mario Moussa's book: "The Art of Woo: Using Strategic Persuasion to Sell Your Ideas".

This summary of the ideas from G. Richard Shell and Mario Moussa's book "The Art of Woo" shows that selling ideas involves a different strategy to selling objects: you must use “relationship-based persuasion” which isn’t based on coercion or hard-selling, but agreement. You not only want to sell your idea, but you want to carry on selling it, and sell future ones to a receptive audience. In their book, the authors explain their four-step process to achieving this that you can follow in your own business. This summary is a must-read for both established business and new entrepreneurs.

Added-value of this summary:
• Save time
• Understand key concepts
• Expand your knowledge

To learn more, read "The Art of Woo" and discover the key to selling to customers who come back again and again.

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