



# Three Steps to Yes: The Gentle Art of Getting Your Way

*Gene Bedell*

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Everybody has to sell something sometime. We're not just talking about salespeople making quotas. Parents have to sell their kids on the idea of eating vegetables and not taking drugs; managers have to sell their employees on the idea of showing up on time and producing. Getting your message across requires selling yourself and your ideas in a way that guarantees a positive response from the most stubborn listener.

Gene Bedell spent a lifetime selling, but he changed his method when he discovered a better way. **Three Steps to Yes** shows you how to move anyone from no to yes in just three simple steps. It enables you to get people to do what you ask them to do and believe what you want them to believe without being a bully, damaging your relationships, or compromising your principles. All the old-fashioned persuasion techniques - - authoritative power, punishment, rewards, verbal manipulation, relationship selling, negotiation -- will be a thing of the past once you make this breakthrough three-step technique a part of your life.

**Three Steps to Yes** isn't a book of selling tricks. It's a new paradigm that shows you how to persuade your customers, your kids, or your coworkers to let you have your way by recognizing their needs, showing them your core values, and communicating effectively.

Full of helpful hints, invaluable tactics, and illuminating anecdotes, **Three Steps to Yes** is required reading for everyone from managers to mothers, bankers to business execs, and, yes, even salespeople.

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