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I talked with David Hoffeld, author of The Science of Selling, Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal, about what he learned from nearly a decade of research...

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That I've become senseless, I
could give you lessons on how to
ruin your friendships, Every last
conviction, I smoked them all
away, I drank my frustrations
down the drain, out of the way, So
I sit and wait and wonder,

Less Than Jake - The Science of
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The Science of Selling (2016) is a detailed handbook on the science of making a sale. Combining insights from neuroscience and social psychology, this guide presents an evidence-based approach to making a convincing pitch. Salespeople looking for an extra edge. Marketers interested in evidence-based approaches.

The Science of Selling by David Hoffeld - Blinkist

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