



## Zero Resistance Selling

By Maxwell Maltz

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**Zero-Resistance Selling** is your guide to literally "reprogramming" your own self-image to help you attain your loftiest selling and career goals. You'll find step-by-step strategies to harness the power of your imagination to wipe away resistance to your sales presentations ... become an irresistible "master closer" ... conquer self-defeating habits ... and use stress to your advantage.

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## **Zero Resistance Selling By Maxwell Maltz Bibliography**

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### Editorial Review

#### Amazon.com Review

The inspiration for *Zero-Resistance Selling* is psycho-cybernetics guru Maxwell Maltz. Although Maltz died in 1975, the book is written in Maltz's voice by five sales and psycho-cybernetics experts: Dan S. Kennedy, William T. Brooks, Matt Oechsli, and Jeff Paul and Pamela Yellen. The book outlines a self-improvement program designed to help sales professionals overcome low self-esteem using Maltz's own techniques for reprogramming the subconscious mind. Coauthor Kennedy writes that the goal of *Zero-Resistance Selling* is to create "a new kind of selling experience, free of all the resistance and obstacles manufactured inside the mind, and free of the resistance served up by prospects who sense insecurity on the part of the salesperson."

#### About the Author

**Maxwell Maltz**, M.D., F.I.C.S., was one of the most important and renowned authors in the field of psychology. His books include *Creative Living for Today*, *The Magic Power of Self-Image Psychology*, and the bestseller *Dr. Pygmalion*. A brilliant plastic surgeon, he was also an internationally renowned professor and lecturer.

### Users Review

#### From reader reviews:

##### George Clark:

Now a day folks who Living in the era wherever everything reachable by interact with the internet and the resources inside it can be true or not call for people to be aware of each facts they get. How people have to be smart in obtaining any information nowadays? Of course the answer is reading a book. Studying a book can help men and women out of this uncertainty Information mainly this Zero Resistance Selling book because this book offers you rich details and knowledge. Of course the information in this book hundred percent guarantees there is no doubt in it everbody knows.

##### Patricia Whitmore:

The particular book Zero Resistance Selling has a lot of knowledge on it. So when you read this book you can get a lot of profit. The book was compiled by the very famous author. The author makes some research prior to write this book. This particular book very easy to read you can obtain the point easily after reading this article book.

##### Sally McGarvey:

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**Peter Landon:**

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