



How to Change Minds: The Art of Influence without Manipulation

Rob Jolles

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Persuade, Don't Push!

Surely you know plenty of people who need to make a change, but despite your most well-intentioned efforts, they resist because people fundamentally fear change. As a salesman, father, friend, and consultant, Rob Jolles knows this scenario all too well. Drawing on his highly successful sales background and decades of research, he lays out a simple, repeatable, predictable, and ethical process that will enable you to lead others to discover for themselves what and why they need to change. Whether you hope to make a sale or improve a relationship, Jolles's wise advice—illustrated through a bevy of sometimes funny, sometimes moving, always illuminating stories—will help you ensure that changing someone's mind is never an act of coercion but rather one of caring and compassion.

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Ann Wren:

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