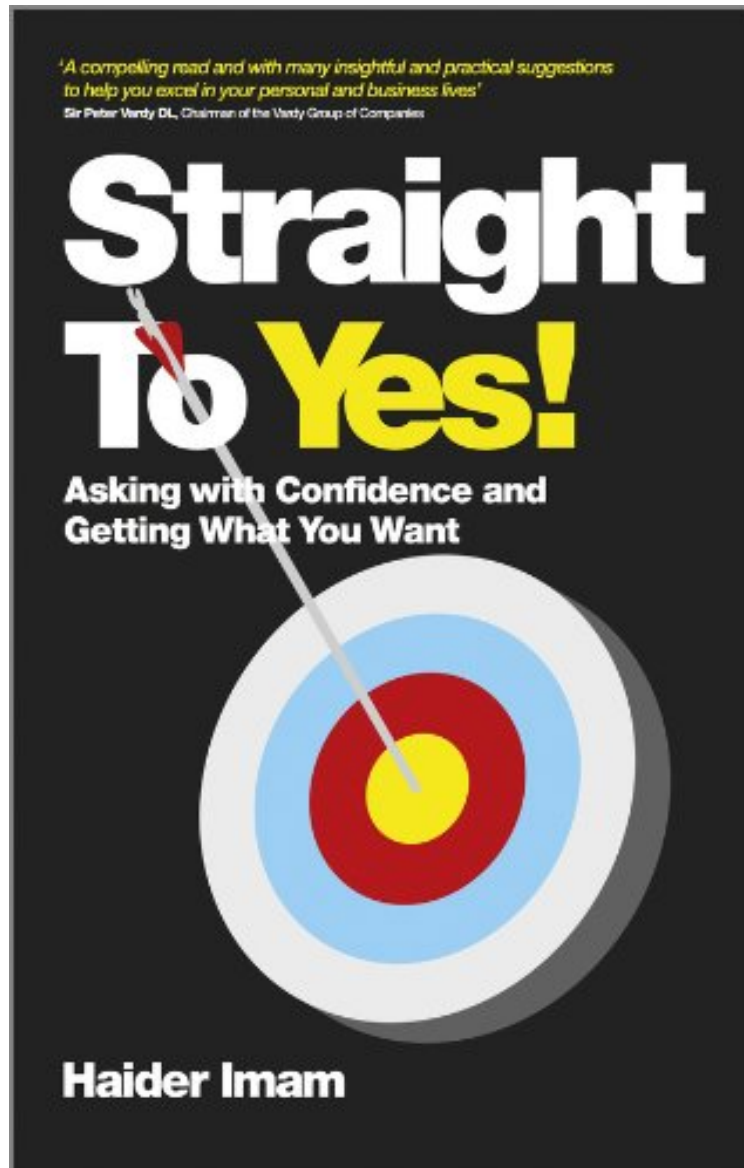


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Straight to Yes: Asking with Confidence and Getting What You Want

Haider Imam

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Haider Imam : Straight to Yes: Asking with Confidence and Getting What You Want before purchasing it in order to gauge whether or not it would be worth my time, and all praised Straight to Yes: Asking with Confidence and Getting What You Want:

MAKE YOURSELF A "YES" MAGNET You've finally plucked up the courage to ask for something. The afternoon off. A pay rise. Then comes that crucial moment where you wait with baited breath for the response. It's tense, but it doesn't have to be. You just need to master the art of "the ask". Taking a direct, light-hearted, wholly practical approach, Haider Imam zooms straight in on that moment of truth providing a set of proven tools and techniques for getting to "yes" every time. He instils readers with the confidence to ask bigger, more often and even ask for the impossible — and to get it. Based on sound psychological principles, *Straight To Yes!* offers tonnes of winning ways to make requests that get you to "yes". Wholly practical in style and content, the book features accessible, straightforward techniques readers can put into action immediately. Designed for quick-reference while on the move, it affords instant access to specific, step-by-step, single-page techniques as needed.

After reading Haider Imam's latest book you'll never see a conversation in the same light. The beauty of *Straight To Yes!* is that it draws on many different contexts in which the craft of persuasion is at play. An easy to read and well-researched book. (Edge, May 2013) From the Back Cover: Make yourself a "yes" magnet. Do you ever dread that moment of truth when you ask for something and wait for a favourable — or unfavourable — response? It's always a tense moment. But it doesn't have to be. You just need to master the art of the "ask". Upgrade your requests, with science. Based on sound psychological principles and grounded in science, *Straight To Yes!* offers tons of winning ways to make requests that get you to "yes". With plenty of proven tools and techniques to try out straight away, and success stories of high influencers — from global leaders to clever children — you'll learn how to inspire action and get the results you want. Taking a direct, light-hearted, wholly practical approach, award-winning "yes" magnet Haider Imam will help you to build your confidence to ask bigger, ask more often, and get straight to yes, every time.