



## BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Paperback)

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By Drew Eric Whitman

McGraw-Hill Education - Europe, United States, 2014.  
Paperback. Condition: New. Language: English . Brand New Book. The newest, most successful strategies for landing the sale-based on the latest discoveries in neuroscience and consumer psychology BrainScripts for Sales Success explains consumer psychology to teach you how to personalize and enhance an approach and use basic, primal responses that are subtle but extremely effective. You ll learn how to use the powerful emotion of fear to convince stubborn prospects, make prospective customers successfully demonstrate the product inside their heads before they spend a penny to buy it, use speaking patterns that build desire for the product or service, and much more. A masterpiece! This is one of those rare books that I wish wouldn t get published. This gem will become the new sales bible. Dr. Joe Vitale, author of Hypnotic Writing and There s A Customer Born Every Minute Read it and sell more-it s just that simple. Roger Dawson, author of Secrets of Power Negotiating Puts you light years ahead of your competition. Read it. before your competition does. Dr. Tony Alessandra, author The Platinum Rule for Sales Mastery Gives you an almost unfair advantage-yet it s all perfectly legal!...



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