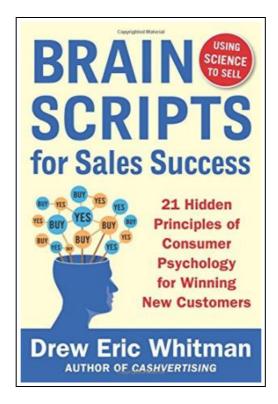
# Brainscripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers



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## Reviews

This publication might be well worth a read, and much better than other. It really is simplified but excitement inside the 50 % of the book. You will not feel monotony at whenever you want of the time (that's what catalogues are for concerning when you check with me). (Imogene Bergstrom)

# BRAINSCRIPTS FOR SALES SUCCESS: 21 HIDDEN PRINCIPLES OF CONSUMER PSYCHOLOGY FOR WINNING NEW CUSTOMERS



McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Brainscripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers, Drew Eric Whitman, This is 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!". (Richard Bayan, author of Words That Sell). "Take all of the text books ever written about persuasion, influence, marketing, and salesmanship. Strip away the nonsense. What do you get? BrainScripts. It's a mistake not to read this book." (Mark Joyner, founder and CEO of Simpleology). "Can you imagine the power in your sales presentation when you understand your prospects better than they know themselves?" (Patricia Fripp, CSP, CPAE, Sales Presentation Skills Expert). "It's like looking into a crystal ball of human behavior." Thomas A. Freese, author of Secrets of Question Based...

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