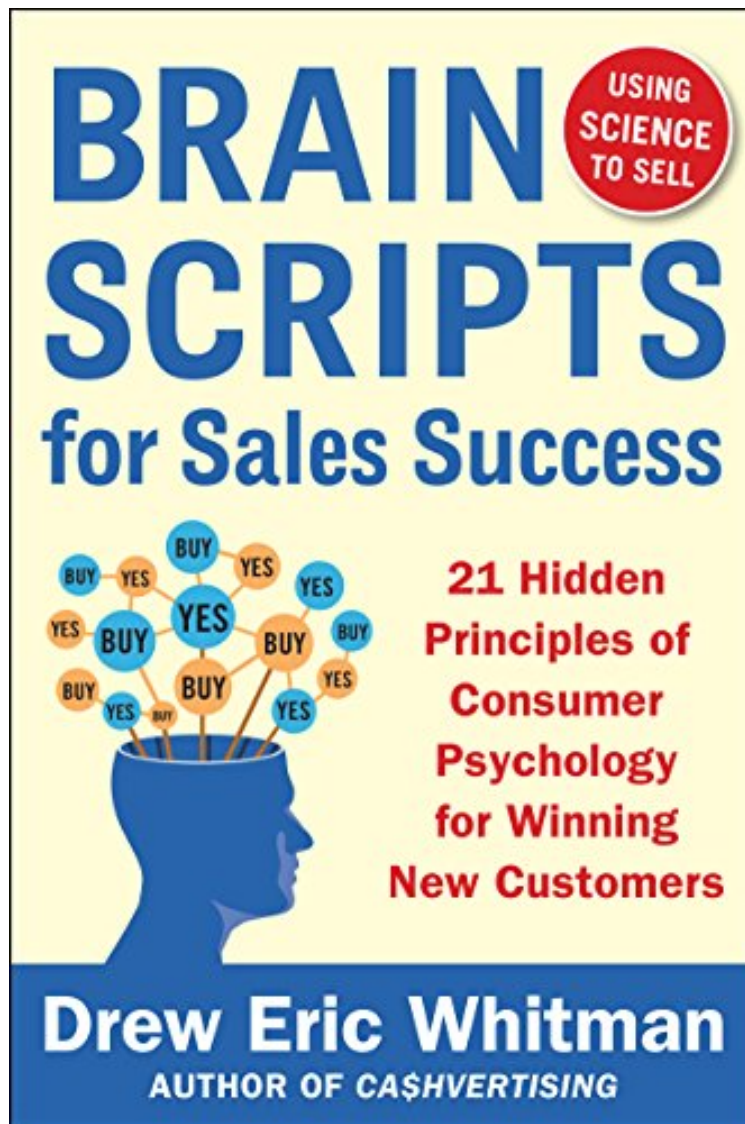


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BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books)

Drew Eric Whitman

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WOW, and WOW! Drew Eric is amazing. Combining Neurosciences with modern sales messages - I feel success coming back into focus. Thanks for an amazing book. I have recommended to 100's of my clients and friends. Plus, I keep my copy of the book at my desk for easy reference. 2 of 2 people found the following review helpful. A Serious Psychological Tool Kit for Business and Personal Life By Jenny Perleoni Very thorough and compelling. The reason I gave it a four star has to do with the fact that items he addressed as incentives to buyers stem from unconscious levels commonly beneath the buyer's awareness. Yes, we all know this, right? But when I found myself getting worked up over the AUTHOR knowing about what drives ME to purchase in ways I was unaware of...it was then I knew the book would be useful in my work. 2 of 2 people found the following review helpful. Five Stars By Customer Great book. Has helped my sales go up.

QUESTION: Why do some salespeople close deals like crazy, and others usually only get doors closed in their faces? For example... Salesman Joe routinely writes deals on homes worth over \$3 million... while poor Bill bangs his head against the wall trying to sell \$24 cell phones. Lindsay wins awards for moving the most \$380,000 Rolls Royce Phantoms during the slow summer months... while poor Buffy got fired because she couldn't persuade more business owners to try her \$79 a month coffee-delivery service. Fact is, these four salespeople have great personalities, firm handshakes and excellent prospecting and follow-up skills. They're dedicated... hard workers... and have families to support. But the difference in their performance is staggering. And it's reflected numerically in the last line of their respective bank statements. Why do some salespeople earn big, fat, healthy commissions while others barely scrape by? The "secret" is... psychology. Many of these high-earning "sales wizards" use consumer psychology. Powerful principles that influence people to buy. And it doesn't matter what they sell--these principles work for every business. Plus, they're 100% legal, ethical, and powerful when used to promote quality products and services. BrainScripts takes you on a fascinating tour inside your prospects' minds and teaches you 21 powerful techniques of consumer psychology that really work. Plus, dozens of real-life scripts show you exactly how to incorporate them into your own sales presentations. No matter what you sell--or how you sell it--the tested and proven ideas in this practical, fast-reading book will teach you... How to use the powerful emotion of fear to convince even the most stubborn prospects--Ethically motivate people to buy whatever you sell. How to make prospects personally identify with your products--It's like taking an x-ray of their brains before you ask for their money. How to borrow believability from others to enhance your own--Breaking sales records is easy when people believe what you say. Here's how. How to tailor your sales pitch for your prospects' stages of awareness--Eric loves your product... Lindsay never heard of it! Here's how to sell them both, in the quickest, easiest way. How to crush your competition... before they know what hit them--These devilishly effective pre-emptive strikes leave them scratching their heads. How to change the way your prospects think about your product--You can actually shape how their brains calculate the value of your products. Result? Greater desire and more sales. How to make your prospects demonstrate your product inside their heads before they spend a penny to buy it--Do this, and the sale is 75% closed. How to use powerful speaking patterns that build a river of desire for any product or service--Amazingly effective way to talk that gets your prospects' buying juices flowing. If you didn't have their attention before, wait until you see how they respond now. How to smoke the competition with the power of "extreme specificity"--Chances are, none of your competitors are using this wickedly effective tactic... and they'll hate you for it. (But you'll love how it affects your bank account.) What common mistakes to avoid... at all costs--Commit these sales blunders and you may as well stay in bed. (How many are you making right now?) What you should NEVER/ALWAYS do during any sales presentation--These tips will save you years of wasted effort. Expert guides, tips and strategies--All based not on hypothesis, conjecture or wishful thinking, but on tested and proven methods of consumer psychology. 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" 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 Selling "The material in BrainScripts is so powerful it should require a license for use." Art Sobczak, author of Smart Calling "Eliminate the Fear, Failure, and Rejection from Cold Calling" BrainScripts shows in detail how beliefs become established, how they affect behavior and, most importantly, how business owners can ethically tap into them to help their companies grow and prosper. Robert Dilts, Founder NLP University "BrainScripts gives you actual scripts to help get your sales

message across without setting off your prospect's "alarm"; Tom "Big Al" Schreiter, author of *How To Get Instant Trust, Belief, Influence, and Rapport!*; BrainScripts is the definitive advantage in sales strategy. Read it and win; or pray your competitors do not; MJ DeMarco, author of *The Millionaire Fastlane*; BrainScripts takes sales psychology to a new level. Drew's practical and easy-to-use tips will also take you to the next level; Kerry Johnson, MBA, Ph.D.; America's Sales Psychologist; BrainScripts brings you face-to-face with the prospect's intimate evaluation procedures so you can turn them into sales motivations and close the deal; Renee Gnam, author of *Renee's Direct Mail Workshop*; Drew Eric Whitman has swung open the vault to generating buyers en masse. BrainScripts just might be the best investment of your business life and selling career; Spike Humer, author of *The 10 Day Turnaround*; Hello My Dear Reader! Drew Eric Whitman here--thank you for visiting this page. Your support means the world to me! Some of my reading friends have asked me, "Drew... which of your two books is right for me; *Cashvertising* or *BrainScripts*?" It's sort of like asking, "Which tool is best?" The answer, of course, depends on what you're trying to "fix." My previous book, *Cashvertising*, begins with a brief explanation of the foundational principles of consumer psychology, and then in the remaining pages--the majority of the book--teaches dozen of principles and tactics of advertising psychology to help readers boost the selling power of their ads, brochures, emails, websites, sales letters and other ad media. It's a book for advertisers. *BrainScripts for Sales Success*, by contrast, digs much deeper into those psychological principles (since the entire book is dedicated to them), and features a practical twist: dozens of actual scripts showing you how to put the principles into action... how to speak them to others... and how to insert persuasion into every sales presentation. It's a book for salespeople. Whereas *Cashvertising* focuses on advertising, *BrainScripts* focuses on using those same tested psychological principles for person-to-person sales. Read *Cashvertising* and you'll get a general understanding how the principles discussed in *BrainScripts* work. Read *BrainScripts* and you'll not only know how they work at a far deeper level, but you'll also learn exactly how to apply them in one-on-one selling situations where you have a live human being in front of you that you're hoping to convince and influence.