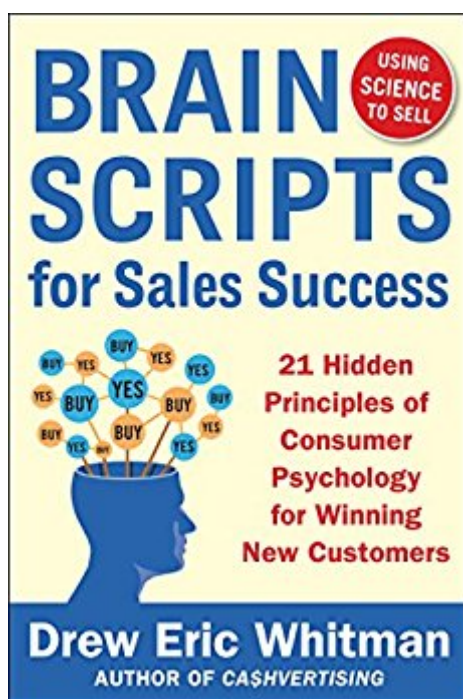


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# BrainScripts For Sales Success: 21 Hidden Principles Of Consumer Psychology For Winning New Customers



## Synopsis

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.

## Book Information

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## Customer Reviews

People say "if it ain't broke, don't fix it". But what if it IS broken like sales books have been for decades now? As a retired Psychologist I can tell you authoritatively THIS book is based in acknowledged scientific FACT. Since the Scripts developed by Mr. Whitman are stepwise and sequential applications of the principles of Social Psychology, salespeople can use them feeling free of the fear of failure. They can enjoy the workday better and easily increase their creature comforts in life. You can garner the respect of others in the business as a real professional. I believe the chapter on Sensory Specific Language, all by itself could probably help you close 33% more

leads! But if you use that in tandem with the EGO MORPHING of script 18 you are virtually assuring the sale. Using Whitmans techniques you will actually understand why customers DON'T buy, and much more importantly WHY THEY DO! What else could you possibly need? READ THIS book.....before your competition does! Con Yeager

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.

I have a library full of marketing, sales, advertising, and copywriting books and manuals. Brain Scripts will now be one of my main "Go-To" resources when writing any marketing or sales piece. The concepts may not all be new, but they are presented in a novel way that reflects how people NATURALLY think and make decisions. There are no clever tricks or manipulations. If you have a valuable product or service, this book will provide you with a blueprint for making sure that you are able to demonstrate the full value to a person who needs and wants what you have to offer.

What makes sales tick? This isn't the most exciting sales book you'll pick up. It doesn't rank high on entertainment value. The bigger question is do you want to be entertained, or do you want to learn how to sell whatever you're selling? If you want to learn better ways to represent your products, take this book, do the work and adapt it to what you do. Examples are plenty. Some may be less effective than others, and one flat turns me into a non-customer. Guess what, when we're selling we're also buying from others...and that can be factored in to what we do to sell. As a small business owner, with a direct to consumer farm, I'm always looking for better ways to talk to people to guide to a sale. I hate pushy sales and thus don't do it. This fits with that view, but can be adapted in hundreds of ways. In full disclosure I read a copy from NetGalley, but this easily warrants a spot on the business bookshelf. Learn, don't look for entertainment. Read it, implement it, sell better.

Having previously read Drew's book titled "Cashvertising" and purchasing Drew's "Advertising Magic" seminar on CDs and workbook, (both highly recommended) I was eager to get my hands on his newest release, "Brain Scripts". In my opinion, the above mentioned are "must haves" for anyone in the sales and/or marketing profession. What makes Drew's information so good is that he gives

specific examples and detailed scenarios in which to use the psychological strategies and principles he meticulously teaches, while at the same time, making the book interesting with facts and tested results along with a splash of humor. Drew is a stickler for clarity, detail and specificity. In "Brain Scripts" Drew delves deep into the mind of the consumer for you and exposes what is going on in their thinking. You will understand your prospect or customer better than they understand themselves. Drew reveals 21 hidden psychological principles and explains in detail how you can use these principles to influence your prospect and get the sale. With a clearer understanding of the consumer thought process, and by using these 21 hidden psychological principles, you will gain a clear advantage in your selling and marketing, not to mention the advantage you will have over your competitors who weren't wise enough to make this small investment. While reading this book, what became clearer as I read was, these hidden psychological principles can be applied not only in sales or marketing, but also in everyday life situations. I recommend reviewing this book frequently to really absorb the principles. This is not a book you read just once. You'll want to go over it numerous times. This is a serious book but also an enjoyable read. Thank you for the excellent work Drew. Ted Coulton Coarsegold, Ca

Wow! The "Mad Doctor" Whitman has done it again! Not only has he written some definitive books on advertising, but he is a master copywriter, wordsmith and speaker. Here is a book, loaded with insidious ideas; sure to give the average salesman or business person an unfair advantage when selling or competing in the market place. What this book does is it gives you ninja "like sales skills so that when you go mano a mano against your competition, you will not only know what motivates and creates desire within your target, but also have a direct plan of action and response to dominate the sales-situation. The book is loaded with practical, day to day scenarios that any business person can relate to. How to outwit competitors in your market when they can clearly outspend you in the marketplace. How using choice words and subtle language, you can turn almost every benefit your competition offers, into a negative setback. You'll also learn the 8 primary desires that the average person has and how to appeal or utilize them to sell your product or service. You will also understand and be able to use these primary forces in a variety of situations, so that you'll have a far better chance of landing sales and clients. If you want to upgrade your sales skills this is one resource book you should get and read several times. Even though it gives you skills that you'll need to sell and outperform in the market, you will still have to use, test, and adapt these lessons to suit your own persona and situation. Highly recommended! A++++++ Mark Elmo Ellis Copywriter

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