



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

*Drew Eric Whitman*

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**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.

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