

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

By Drew Eric Whitman

Download now

Read Online

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

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.

Download BrainScripts for Sales Success: 21 Hidden Principl ...pdf

Read Online BrainScripts for Sales Success: 21 Hidden Princi ...pdf

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

By Drew Eric Whitman

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

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.

BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman Bibliography

- Sales Rank: #575841 in Books
- Published on: 2014-10-01
- Released on: 2014-10-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .40" w x 6.10" l,
- Binding: Paperback
- 224 pages

Download BrainScripts for Sales Success: 21 Hidden Principl ...pdf

Read Online BrainScripts for Sales Success: 21 Hidden Princi ...pdf

Download and Read Free Online BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman

---

Editorial Review

Review

"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 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 prospects’ ‘What’s the catch?’ 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!"
René Gnam, author of *René Gnam's Direct Mail Workshop*

"Drew Eric Whitman has swung open the vault to generating buyers en mass. *BrainScripts* just might be the best investment of your business life and selling career."
Spike Humer, author of *The 10 Day Turnaround*

From the Author

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*** focused 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.

"But, Drew! What if I'm an advertiser and I also do one-on-one selling?"

Good question. In that case, you definitely want both books. Read all of BrainScripts... and then jump into Cashvertising at the section which begins, ***"Ad-Agency Secrets: 41 Proven Techniques for Selling Anything to Anyone."***

This way you'll cover all bases. You'll get a "crash-course" in the psychology of one-on-one selling-- plus loads of scripts and dialogues you can use as templates for own presentations--and a hard-hitting "seminar" in the psychology of advertising copywriting and design to improve your ads, emails, websites, brochures, sales letters, and more.

If you've read the reviews that the wonderful Amazon readers have written, you'll quickly see that I'm all about providing practical, no-nonsense, put-it-to-immediate use information. No boring stories. No history lessons. No fluff just to fill space. (I hate books like that.) Like my live, in-person seminars, my goal is to deliver so much ready-to-use information--far more than you paid for--that by the time you're done reading, your head is spinning with new ideas that you can start using the very same day if you'd like.

Most importantly, I thank you wholeheartedly for your kind support. Readers like you make everything I do worthwhile. I hope to have the pleasure of talking with you--at least via email--one day. Or perhaps meeting in person at a live seminar. Feel free to contact me from my website if I can ever be of service to you, okay?

Success!

Drew Eric Whitman, D.R.S.
Direct Response Surgeon(tm)

About the Author

Drew Eric Whitman?(a.k.a. “Dr. Direct™”)?has been teaching consumer psychology to audiences worldwide for over 30 years. He’s created advertising for many of the largest companies in the U.S. and personally sold everything from jewelry, printing, pretzels and pagers, to gym memberships, subscriptions, real estate and mortgages. Author of *Cashvertising*, his fast-moving, high-content seminars teach audiences how to turn window-shoppers into cash buyers.

Users Review

From reader reviews:

Bobby Morrison:

Reading can called imagination hangout, why? Because if you are reading a book particularly book entitled BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) your mind will drift away trough every dimension, wandering in most aspect that maybe unidentified for but surely will end up your mind friends. Imaging each and every word written in a guide then become one form conclusion and explanation that will maybe you never get just before. The BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) giving you one more experience more than blown away your mind but also giving you useful data for your better life in this era. So now let us present to you the relaxing pattern this is your body and mind will probably be pleased when you are finished reading it, like winning a. Do you want to try this extraordinary paying spare time activity?

Steve Bennett:

You could spend your free time to study this book this reserve. This BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) is simple to develop you can read it in the park, in the beach, train along with soon. If you did not have got much space to bring the actual printed book, you can buy the e-book. It is make you much easier to read it. You can save the actual book in your smart phone. And so there are a lot of benefits that you will get when one buys this book.

Rachel Kaufman:

In this particular era which is the greater man or who has ability to do something more are more treasured than other. Do you want to become one among it? It is just simple way to have that. What you have to do is just spending your time very little but quite enough to experience a look at some books. One of several books in the top checklist in your reading list is usually BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books). This book that is qualified as The Hungry Slopes can get you closer in turning out to be precious person. By looking upwards and review this reserve you can get many advantages.

Karen Rodriguez:

A lot of reserve has printed but it is unique. You can get it by world wide web on social media. You can choose the very best book for you, science, comedy, novel, or whatever simply by searching from it. It is named of book BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books). You can add your knowledge by it. Without leaving the printed book, it can add your knowledge and make an individual happier to read. It is most important that, you must aware about e-book. It can bring you from one spot to other place.

Download and Read Online BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman #JRFHPKZ8B9S

Read BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman for online ebook

BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman books to read online.

Online BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman ebook PDF download

BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman Doc

BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman Mobipocket

BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books) By Drew Eric Whitman EPub