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Psychology is so critical when it comes to selling so I would recommend you to read this book if you want to increase your sale figures. flag 1 like · Like · see review Sep 13, 2017 Keshav Bhatt rated it really liked it

The Psychology of Selling: Increase Your Sales Faster and ...
The first 20% of the book seemed like a sales pitch to buy the book rather than how to sell, after that the tips and examples came through. It wasn't as focussed on the psychology as much as I expected but still a good read for people new to sales. Read more. 4 people found this helpful.

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Buy The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible by Brian Tracy (July 18 2006) by Tracy, Brian (ISBN: 0020049075746) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated audiobook format for the first time. Salespeople will learn: "The inner game of selling" how to eliminate the fear of rejectionhow to build unshakeable self-confidence.

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The Psychology of Selling: Increase Your Sales Faster and ...
Increase Your Sales Faster and Easier Than You Ever Thought Possible " The Psychology of Selling " is a guide, written to help beginners in sales to improve their communication and sales-skills for the purpose of influencing the potential customers. About Brian Tracy

The Psychology of Selling PDF Summary - Brian Tracy ...
The Psychology of Selling The Psychology of Selling is a well-regarded book by legendary sales professional Brian Tracy. It shares ideas, methods, strategies, and techniques for salespeople to sell faster and easier than ever before. It ' s a must-read for salespeople of all verticals, and we ' ve got a complete summary here.

A 10-Minute Summary of "The Psychology of Selling" by ...
The psychology of selling tells us that your prospects will 1) no longer feel the need to shop around since you ' re already giving them multiple choices, 2) see great value in the basic and middle options in the context of the three-option setup, and 3) potentially go with the high, premium option because they simply want the best, and your proposal has built up the value in a compelling way.

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If you don ' t understand the psychology of selling, then the words are going to fall flat if they ' re not used in the right context. If you put the components of a sales letter in the wrong order, sales will tank. If you ' re not pushing the right psychological triggers at precisely the right time, the conversion rate could be pretty low.

A Comprehensive Guide on the Psychology of ... - Richtopia
Check out the Psychology of Selling: https://practicalpie.com/psychology-of-selling This is video 5/8 of my sales series :)

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Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

Double and triple your sales—in any market. The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It ' s a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

Learn the Real Techniques to Close the Sale Every Time using Principles of Psychology and Persuasion What makes people buy something? Humans have been trying to answer this one question for centuries. The truth is that while sales may be about math, the process of selling something relies heavily on psychology and understanding human behavior. You've probably already heard of countless "magic techniques" that are supposed to make people buy whatever you're selling, as if you had a magic wand in your hand. I'm sorry, there's nothing like that. However... After decades of research, science has identified certain responses and behaviors that are hard-wired into our brains and that can actually help you close the sale every single time. If you want to learn the real techniques to sell (the ones based on psychology that actually work) this book is for you. In this guide you won't find magic wands. Instead, you'll discover the principles of persuasion and consumer psychology, you'll learn working selling strategies and negotiating techniques designed to help you sell more and delight your customers after the sale. This guide will give you a series of actionable steps you can follow, from understanding your prospects to answering their objections effectively and ultimately getting the sale. Whether you are a sales professional, a business owner who wants to increase revenue, or someone looking to build a successful sales system, this book will help you. Inside The Psychology of Selling and Persuasion, discover: The real techniques to close the sale every time (without using magic wands) The 4 most common objections you'll receive and how to reply in the right way What makes people buy and how to leverage this knowledge to sell more 4 ways to craft your sales presentations so that people want to buy from you How to set and reach your sales goals using a powerful planning method Why if you want to sell effectively you shouldn't be selling (and what you should be doing instead) The #1 framework to handle customer's objections and reply effectively An example of a highly effective sales script (from the first contact to after the sale) 7 principles of persuasion you can use to craft a great sales pitch and close the deal Why closing the sale isn't actually the end of the sales process (many people don't know this) A step-by-step method to build sales scripts that work You can apply these techniques even if you've never sold anything before. Selling isn't some kind of talent that some people are just born with. It is a skill you can learn and practice in many areas of your life. Scroll up and click the "Add to Cart" button!

WALL STREET JOURNAL BESTSELLER! IF YOU'RE IN SALES, FEAR HAS COST YOU MILLIONS OF DOLLARS, AND THIS BOOK IS FOR YOU. Fear is the reason most salespeople don ' t like to pick up the phone (salespeople average just four hours per week on the phone, and our job is to talk to humans!). Fear is the reason we don't ask for the business more, even though our customers want to buy from us. Fear is the reason we don ' t offer our customers additional products and services, even though they would love to buy more from us. This book deals with that fear. You will learn exactly how to overcome this destructive fear in sales, and replace it with confidence, optimism, gratitude, joy, and proactive sales work. These are the powerful principles in the new field of positive psychology which are transforming how we work and succeed. Selling Boldly is the first book that leverages positive psychology to help you sell more. You'll also learn a series of fast, simple sales-growth techniques—like how to add on to existing orders; and how to close 20% more quotes and proposals instantly; and how to properly ask for and receive referrals—that will grow your sales...dramatically and quickly. Alex Goldfayn's clients grow their sales by 10-20% annually, every year, as long as they apply his simple approaches. YOU ALREADY KNOW WHAT TO DO I am not going to teach you much in this book that you don ' t already know. You're a professional salesperson. You do this for a living. You know, for example, that testimonials and referrals are among the best ways we have to grow sales, right? But do you ask for them enough? Most people don ' t. You know that calling a customer on the phone is more effective than emailing her; but you still often revert to email. You know your customers buy other products and services that you can help them with, but you don't ask them about these products. You ' d like to help them, and they would like more of your help — that is why they've been with you for five or ten or twenty years — but nevertheless we don ' t ask them. There is a difference between knowing what to do, and actually doing it. I know you know. With Selling Boldly, we start to do what we already know. We will cover what keeps us from doing these things (fear), how to overcome it (by listening to your happy customers), and how to implement these simple but powerful sales growth techniques (by briefly planning them, also doing them). Because sales growth comes from doing, not knowing. Today, we start doing. And growing. These approaches are laid out in this book, in precise detail, for you to implement in your own work. Alex doesn ' t hold anything back in this manual for selling more. What's the secret to selling more? There is no secret. There is no magic bullet. There is only the work. There are only the mindsets, and the communications. In Selling Boldly, Alex teaches readers how to attain these mindsets, and how to implement these communications, so that sales have no choice but to grow!

Learn the Real Techniques to Close the Sale Every Time using Principles of Psychology and Persuasion What makes people buy something? Humans have been trying to answer this one question for centuries. The truth is that while sales may be about math, the process of selling something relies heavily on psychology and understanding human behavior. You've probably already heard of countless "magic techniques" that are supposed to make people buy whatever you're selling, as if you had a magic wand in your hand. I'm sorry, there's nothing like that. However... After decades of research, science has identified certain responses and behaviors that are hard-wired into our brains and that can actually help you close the sale every single time. If you want to learn the real techniques to sell (the ones based on psychology that actually work) this book is for you. In this guide you won't find magic wands. Instead, you'll discover the principles of persuasion and consumer psychology, you'll learn working selling strategies and negotiating techniques designed to help you sell more and delight your customers after the sale. This guide will give you a series of actionable steps you can follow, from understanding your prospects to answering their objections effectively and ultimately getting the sale. Whether you are a sales professional, a business owner who wants to increase revenue, or someone looking to build a successful sales system, this book will help you. Inside The Psychology of Selling and Persuasion, discover: The real techniques to close the sale every time (without using magic wands) The 4 most common objections you'll receive and how to reply in the right way What makes people buy and how to leverage this knowledge to sell more 4 ways to craft your sales presentations so that people want to buy from you How to set and reach your sales goals using a powerful planning method Why if you want to sell effectively you shouldn't be selling (and what you should be doing instead) The #1 framework to handle customer's objections and reply effectively An example of a highly effective sales script (from the first contact to after the sale) 7 principles of persuasion you can use to craft a great sales pitch and close the deal Why closing the sale isn't actually the end of the sales process (many people don't know this) A step-by-step method to build sales scripts that work You can apply these techniques even if you've never sold anything before. Selling isn't some kind of talent that some people are just born with. It is a skill you can learn and practice in many areas of your life. Scroll up and click the "Add to Cart" button!

Did you know that the 80/20 rule applies to the world of sales too? Eighty percent of all sales are made by only twenty percent of salespeople. Which begs the question: How are they raking in so much money, and how can others join them? Sales trainer extraordinaire Brian Tracy has spent years studying the world ' s best salespeople and their methods and has discovered that the difference between the top 20 and the bottom 80 boils down to only a handful of critical areas in which the top professionals perform only a smidgen better than their peers. You are that close!In this compact and convenient guide, Tracy shares 21 tried-and-true techniques that can help any salesperson gain that winning edge. Learn how to:• Set clear goals--and achieve them+I396• Develop a sense of urgency and make every minute count• Know your products inside and out• Analyze your competition• Find and quickly qualify prospects• Understand the three keys to persuasion• Overcome the six major objections• And much more!Packed with proven strategies and priceless insights, Sales Successwill get you planted firmly on the path to success, making more money than you thought possible and greater career satisfaction than you ever believed you would find.

The Revolutionary Sales Approach Scientifically Proven to Dramatically Improve Your Sales and Business Success Blending cutting-edge research in social psychology, neuroscience, and behavioral economics, The Science of Selling shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld ' s evidence-based approach connects the dots between science and situations salespeople and business leaders face every day to help you consistently succeed, including proven ways to: - Engage buyers ' emotions to increase their receptiveness to you and your ideas - Ask questions that line up with how the brain discloses information - Lock in the incremental commitments that lead to a sale - Create positive influence and reduce the sway of competitors - Discover the underlying causes of objections and neutralize them - Guide buyers through the necessary mental steps to make purchasing decisions Packed with advice and anecdotes, The Science of Selling is an essential resource for anyone looking to succeed in today's cutthroat selling environment, advance their business goals, or boost their ability to influence others. **Named one of The 20 Most Highly-Rated Sales Books of All Time by HubSpot

Discover The Real Psychological Techniques To Close The Sale Every Time Sales may be about math, but the selling itself is based on psychology, understanding consumer mindset, and persuasion techniques. The good news is, anyone can master the art of selling. It isn't a secret superpower that some people are just born with. It is a carefully cultivated and practiced skill that can help you in many situations in life. We are all salespeople. We are either selling our best qualities to a new date or selling our expertise/experience to a prospective employer or selling our ideas to people or convincing our friend to join us for a weekend movie. Knowingly or unknowingly, we are all selling. I'd say sales training is excellent training for social or public life. You meet new people every day, learn to handle objections, gain greater knowledge about the buyer's needs/psychology, look for a common ground, and handle rejection. In this book you'll learn the best selling techniques and psychological strategies to close the sale every time. With the help of this guide, you'll be able to identify your target prospects, understand what drives people to make buying decisions, how to use emotions and facts to overcome objections and close the sale. As a bonus, you'll also find two sample sales scripts that will show you how to apply the techniques learned in everyday life to improve your skills and sell more. In this guide you'll learn: Proven Techniques To Close The Sale Every Time 9 Sales Techniques That Actually Work, Explained What Drives People To Buy And How To Take Advantage Of It How To Become A Superstar Salesperson How Psychology Can Help You Sell More 4 Rules To Be A Great Salesman The Best Strategies For Prospecting And Getting Appointments 10 Most Common Objections And How To Overcome Them Sample Sales Scripts That Show How To Apply The Techniques Described And Much, Much More Discover how to close every sale! Scroll to the top and select BUY NOW!

Full of entertaining stories and real-life illustrations, this classic book will give you the strategies you need to become proficient in the art of effective persuasion, including how to project warmth and integrity, increase productivity, overcome objections, and deal respectfully with challenging prospects. This new edition includes fresh opening and closing chapters as well as tips and examples throughout that illustrate the relevance of these truths in the marketplace today. Also includes a foreword written by Tom Ziglar.

Doing well with money isn ' t necessarily about what you know. It ' s about how you behave. And behavior is hard to teach, even to really smart people. Money—investing, personal finance, and business decisions—is typically taught as a math-based field, where data and formulas tell us exactly what to do. But in the real world people don ' t make financial decisions on a spreadsheet. They make them at the dinner table, or in a meeting room, where personal history, your own unique view of the world, ego, pride, marketing, and odd incentives are scrambled together. In The Psychology of Money, award-winning author Morgan Housel shares 19 short stories exploring the strange ways people think about money and teaches you how to make better sense of one of life ' s most important topics.

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