

Sales etips



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In recessions, buyers typically look for certainty, comfort and the known.

Recent research confirms what common knowledge is for centuries; buying is emotional. Old brain activity processes emotion and works faster than our new brain, which processes thoughts, words, and data. Old brain decides unconsciously and then the new brain justifies or tries to justify. Augment your selling in these times by accessing the old

brain more effectively with props, pictures, and simplicity. In recessions, buyers typically look for certainty, comfort and the known. Align new thoughts and ideas with what the brain already knows. A picture is worth a thousand words. Use more demos, puppy dog closes, and samples. People don't want the old and they don't want totally new. They want what they already know.

Imagination is the one weapon in the war against reality. -Jules de Gaulier

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