



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

By Drew Eric Whitman

McGraw-Hill Education - Europe. Paperback. Book Condition:

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Principles of Consumer Psychology for Winning New

Customers, Drew Eric Whitman, This is the newest, most

successful strategies for landing the sale-based on the latest
discoveries in neuroscience and consumer psychology.

BrainScripts for Sales Success explains consumer psychology
to teach you how to personalize and enhance an approach
and use basic, primal responses that are subtle but extremely
effective. You'll learn how to use the powerful emotion of fear
to convince stubborn prospects, make prospective customers
successfully demonstrate the product inside their heads before
they spend a penny to buy it, use speaking patterns that build
desire for the product or service, and much more. "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
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