


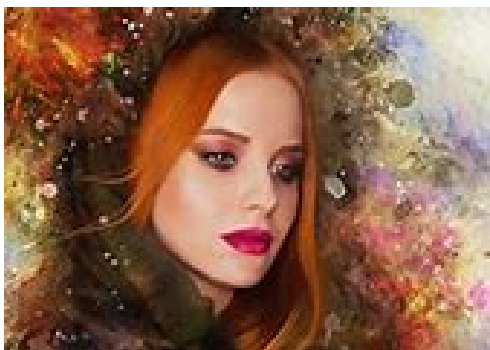
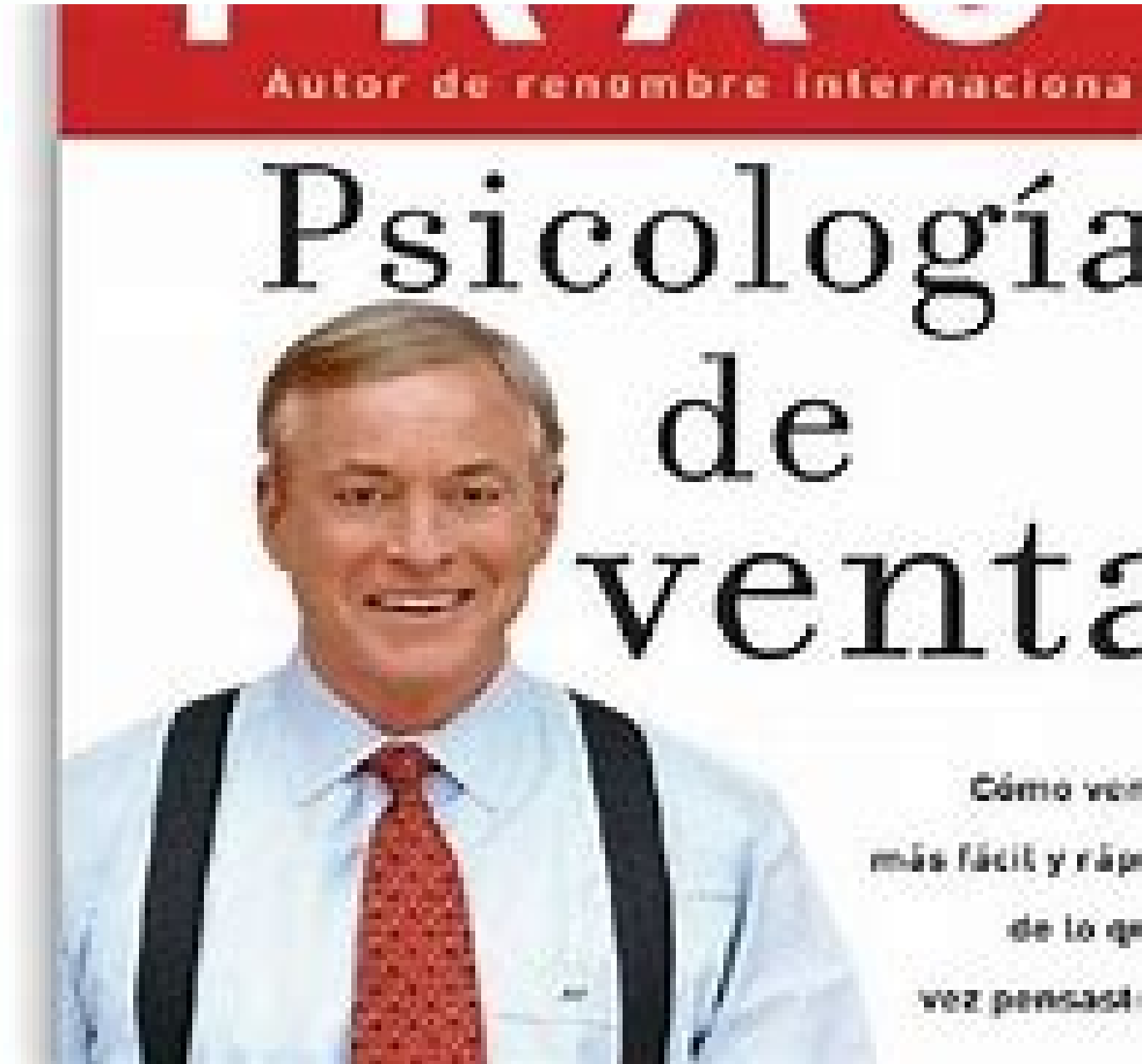
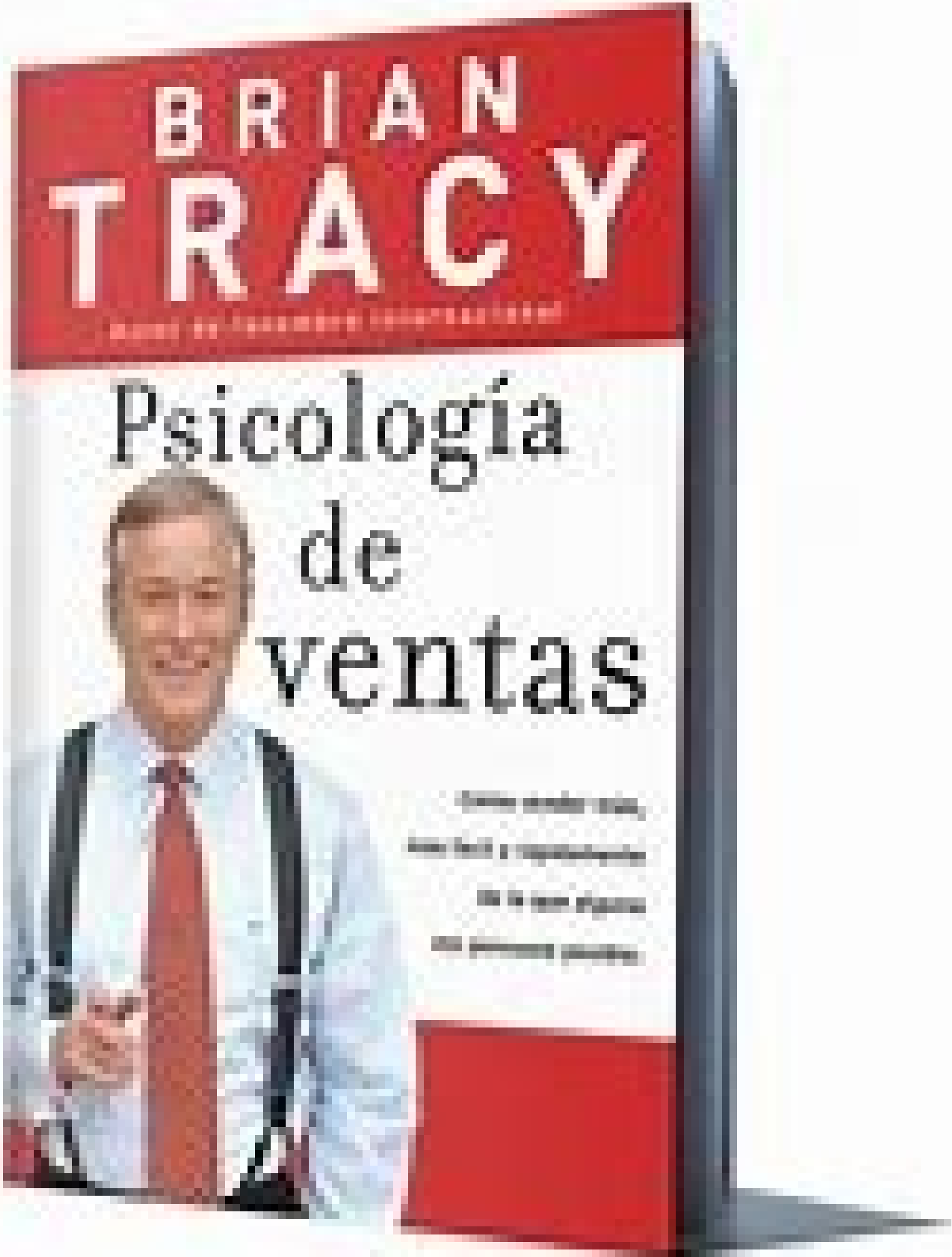
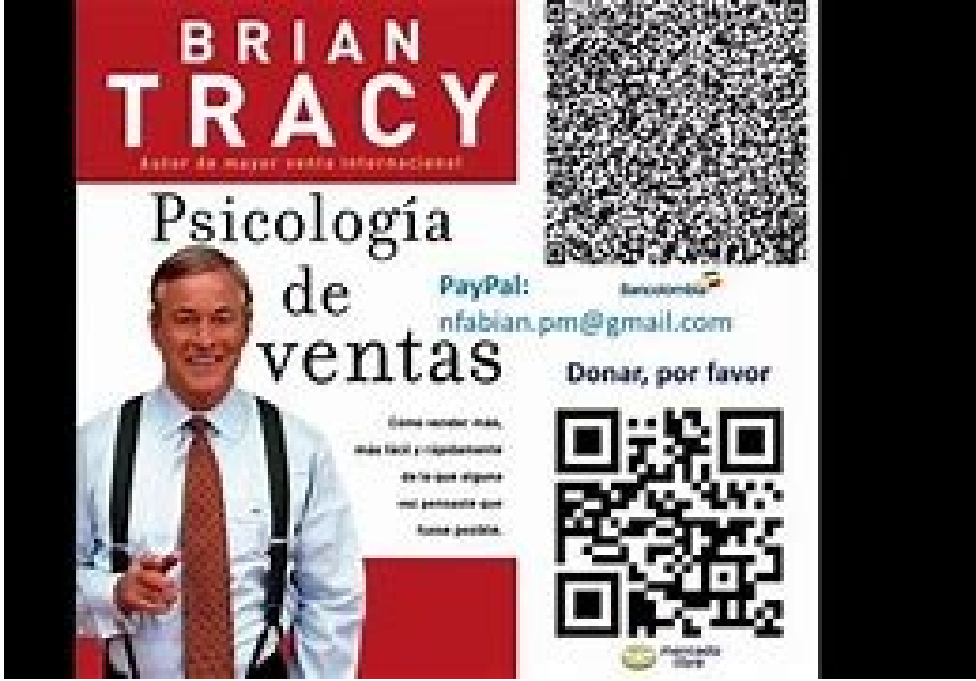
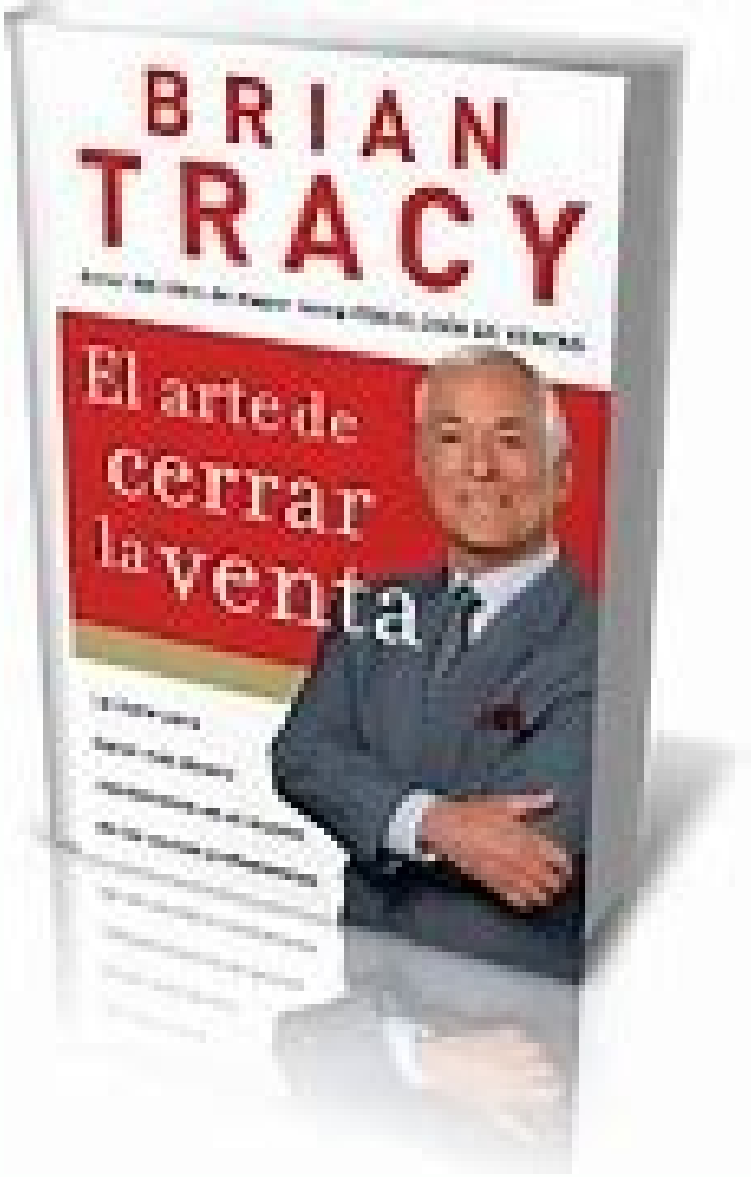
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psychological key at this point is to establish the sales situations. No us meaning that you try to control your prospect, it's about managing the context of the relationship you have with them and you can help them solve their need for your product or service. If you show how reliable you are as a commercial, without getting to be in the background, it's because you have the fluency it takes to negotiate. Important point: There is always an Alpha and a Beta in a sales process. It depends on you what social scheme you want to establish. Considering point 1, it is vital to find out what it is that drives people unconsciously. Most people will say that they are the "emotions", however they are first filtered through values, beliefs, brain filters and driven by imagination. Emotions do not move people, it is the imagination, which makes it a correct brain function. In itself it is a factor of impulse. Most people buy unconsciously and it's essential to know what their instinctive strategy is if you want to move it from point A to point B. A key fact

If you want to know how to move your prospects, you have to know what it is that motivates them unconsciously, and there are ways to do it, for example, when you want to move your prospects. Learn about the type of questions you ask, your sequence and your strategy for obtaining information. What can help you is to create a profile that shows the unconsciousness of your buyer person and based on that, sell to that user specifically. After analyzing these 3 factors you know that the 20% of the most important salespeople earn 80% of the money, and the 80% most under 20% of the money. Why is this happening? What does that 20% group do to make 80% profits? There is a book that perfectly explains the different ways that exist to reach this type of range and in this post we will share some important points so you can apply them according to your business. Important points about the book "PsicologíaAa" Sales" by Brian Tracy Brian Tracy is an entrepreneur and writer of sales and personal development. He has made more than 70 books that have been translated into more than a dozen languages and is considered one of the most influential people in the world of sales. His book "Psychology of Sales" shows different techniques that the most successful salespeople use to close sales every day and is a must-read for all professionals in the commercial world. We've taken several key points into consideration that may be of use to you: Research shows that you can't win more than 10% above or below what you expect to win. However, to increase your sales, work on your inner self and believe that you can achieve higher sales goals. The more you have faith in your sales, the better your performance will be. Fear of rejection and failure are the two main obstacles to making a sale. To face it without giving up, you need to work hard on your self-esteem and realize that rejection of sales is not at all personal. Focus on your goals and then visualize yourself in achieving them, seeing it in the third person. Be sure to keep a relaxed attitude when doing this exercise, and if you get tense, correct it. In sales psychology, the most important human needs are: money, security, a loved one, prestige, health, praise, leadership, love, personal growth, personal transformation, power and influence. Based on those needs, ask questions to understand your prospect and discuss how your product or service can help them. The 7 most important words in a sale are: "Spend more time with your best prospects." Ask questions at the beginning to help you find out if the person you're calling is a potential client. Observe the methods of prospecting that your sales people use and apply them to your own practice. When you're talking about your product or service, Prospectus is having an internal discussion in which he asks, according to this order: A, a eYou are for me to me, A A "How much will it cost me?", A a eYou will win? A a ", A, a e e What's what you'll get results? A, A »And a eWhat guarantees do I have? A". Lists the 10 most attractive features of your product. After, determine why someone would want to buy it. Identify your A e d e " s sales proposal, which is the characteristic that you would do that your product differs from the DemAAs. There are four elements in Strategic Sale: A «" Specialization, differentiation, segmentation and concentration, ". Determines what specific benefits offer your product. Differentiate it from the competition, when possible, in terms of price, quality or even personality. In segmentation it finds a group that is willing to love your product and conciserate in the prospects that have more chances of giving you the highest performance. According to Sales Psychology, when you join your potential customers, you need to set 5 important points: assure you that you have something important to say, confirm that you are talking to the appropriate person, it guarantees that the Reunion will be brief, informal that have no obligation to make a purchase at that time, and finally, tell them that you do not want to generate pressure. Discover the point of attention of your prospect (the benefit that your client finds more interested) and focuses on it. In the world of sales psychology, everything is possible if you do it with analysis and strategy Currently there are several techniques that all commercial needs to take into account when carrying out a sale. However, before selling it is necessary to do a previous analysis, from the hand of psychology in sales that will help us define those points of pain or A e a eScenariosA a e. Where our business can become the solution for customers. And thanks to that analysis, we can create one or business strategies that are useful for as well: Understand our customers, Establish commitment ties with them. Above all, meet their needs based on our product or service. Knowing how psychology helps us to get more clients is in itself an intriguing and very beneficial process. However, in every tactic that we apply in every negotiation, it is important to note everything that we learn. Don't do it in a word or a notebook, do it in a CRM. This tool can help you a lot, because you can automatically create a file with all the information in your prospectus, take notes that help your entire sales team and especially create notifications to keep track of your business to an infinite and effective way. Have you tried Efficcy yet? Try Efficcy CRM The most complete CRM Try now for free We recommend: Find out which are the best sales books in Spanish How to approach customer loyalty in service companies How to set sales targets in your company? Client segmentation: What it is and how you can focus it focus on it

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