



Neuro-Sell: How Neuroscience can Power Your Sales Success

Simon Hazeldine

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Anyone involved in sales faces huge challenges these days, from fierce global competition, pressure on margins, difficulties of getting time with prospective buyers and the power of internet-savvy buyers. To succeed in sales, you need something more than the traditional techniques. Neuro-Sell gives you the edge through a brain-based perspective, process and approach to selling that is sensitive to what's going on in your customers' minds. Learn how to really relate to your prospects and sell in a way that is comfortable for both buyer and seller. Understand the importance of the unconscious and find out how to get below the surface level of what people say to recognise what they really mean. Develop your skills in building sales relationships with the four main types of buyer by fully understanding their needs. And discover the five stages of neuro-negotiating that will see your sales rates rocket.

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