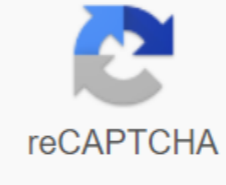




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Neuroventas jurgen klaric pdf

Before the sale was just technology, today it's science. This is confirmed by J. Klaric in his new publication Sell It to Mind, not people, a paid book company about neuroses, which is a fairly years-long conclusion of research focused on understanding how the human mind works in sales processes. In its more than 200 pages, the author aims not only to teach you how to sell, but to help you learn to wear less, produce more, frustrate yourself less and enjoy more. It will also guide you along a path where you can discover, among other things, that he likes to listen to the mind, how to sell differentially to a woman and a man, how to change the perception created, how to spread the price of the game or make it play in favor and with what words the mind is activated to buy, among others. And for Klaric, 85% of the solution to everything you buy in your life is unconscious or subconscious, and only the remaining 15% knows. As a preview of what you can find in the publication, we leave you 7 neurotips to sell better, according to Jorgen Klaric. 1. Find the symbolic code of your product and adapt: Before you start selling something, you should search and know perfectly the symbolic code of your product. What you sell and what people buy is a big difference. 2. Use your eyes and body to communicate: First go straight into the customer's eyes as you talk to them, then direct your gaze to the product you want to show them, and the person will also start looking in the same direction as you. 3. Activate Emotions: Human beings have five senses, all avid for effective stimulation. If you are a neurovendedor, the best thing that can happen to you is that your client is pure emotion in the buying process. It will carry you less and your speech will be much more effective. 4. Subscribe to reptiles and find reptile sales: Anarchy, Happiness, Control, Domination, Reproduction, Pleasure, Safety, Protection, Transcendence, Tribe Union, Research, Movement. No matter who you are or what culture you come from, it all lives in your brain, and if your product can cover one of these things, you're going to sell faster. 5. Handles differentiated sales discourse for both genres: This is the most typical mistake in the world of sellers: they have a single unisex discourse because they believe it serves the same for women as it does for men. The reality is that what you have to say to everyone is to sell it completely different. 6. Do not stress or invade his mind: the brain needs space to think and digest information. Stop being a typical pushy, heavy salesman who calls twice a day. All you get with this is to terrorize the customer and run away. 7. Be visual and make it visualize: If you don't infographics, you have to use a speech that allows a person to visualize what you want to explain to them. Images Have you ever made an impulsive purchase? I guess so, who doesn't? It's a very common thing these days. Every day we get thousands of incentives that affect us to consume, directly or indirectly. With so many offers you only need a trigger to take us to immediate consumption, which pleases marketing professionals. It's about that and much more than we're going to deal with today. In this post you learn that neuroses, their importance, the keys to making it work and their relationship with neuromarketing. Will you understand with me? What are neuroses? Neuroprosis is a product generated by the application of what we know about the human brain and its reactions to certain stimuli. That is, neuroscience gives us support for sales implementation. Understanding how the mind works for decision-making is crucial to success in the neurotic mass. In the 1960s, The American neuroscientist Paul McLean developed the theory of three brains or a triune brain. This theory has been used to easily explain human behavior. This concept explains that the human brain is divided into three other brains. The reptile brain is the most primitive of the brains and is responsible for instinctive buying and for understanding the zero moment of truth or SMOT. The reptile brain is the most subconscious part. Limbic Brain Is the Brain that represents the emotional part, this is where emotional shopping occurs. We can see the limbic brain as an unconscious part. The cortex of the brain is the most rational of the brain, the part that has evolved the most and represents reasoning. This is where the issue of rational purchases is solved. You'll be surprised, but what does the theory of the three brains have to do with neuroses? We'll explain right now. The great master of neuroroles is Jorgen Klaric and it is based on the theory of the triune brain. Given that 85% of decisions are made unconsciously, it is the reptile and limbic brain that we have to communicate with these brains through reptile codes. What are reptile codes? These are the subliminal codes that lead to action. For example, when we go out to eat burgers, the basic instinct that leads us to do so is the living wage translated into hunger. When we choose a place, we do it because it gives us some pleasure, no one chooses a restaurant or cafe that they do not like. rationally we might think that a hamburger is not a healthy thing to consume or that nothing more than Offering promotions would be cheaper to prepare for a home. This means that we just stopped carrying reptile brain and limbic. What is the importance of neuroprosis there are several sales strategies that we can apply, however, neuroses allow us to communicate with the brain responsible for decision-making. With the help of various codes, you can contact the buyer's brain and encourage them to do business. To do this, we need to understand what triggers we need to activate to make a sale. In neuroses, information can be used that makes people act and thus stimulate them in the most effective way. The 9 keys to creating neuroroles with the precision and quality of Neurosales teach us that in order to sell well it is necessary to seek the most essential human emotions and on the basis of this the following methods have been created. 1. Create an emotional connection by creating an emotional connection with the customer you will generate more confidence and less objections at the time of sale. Human beings are emotional, which is why the marketing experience is so effective. 2. Make the need manifest it may be something that the consumer does not yet know, but you have to do what you are selling necessary for it. A good seller makes a buyer project and imagine how what you are selling is ideal and necessary for it. 3. Communicating with gender-oriented men is very different from communicating with women. Men don't need many words to make sure only exact words for this, however, women need a lot more content. 4. Play with a fear of fear instinct that can be used for sale, he may be afraid not to take advantage of the tempting offer, fear of running out of product, etc. 5. Listening to the consumer before selling The Buyer's Audition can be made a more efficient connection. Learn from him before you try to sell him something. 6. Offers multiple options The more options you offer, the more likely you are to close a business, however, beware of excess that can confuse you. 7. Using the verbs of the Action Positive action verbs can help you make a sale. Use verbs such as achievement, conquest, fulfillment, achievement, enjoyment, etc. 8. Make the sale spontaneous dialogue To create a connection with the buyer you need to use spontaneity. Start by treating it with you, but don't force a connection like you would your best friend either. 9. Creating stock promotions are a trigger for many to use them. Differences between neurosale communication and neuromarketing can be said that neuromarketing is a drug for neurosales. While neuromarketing takes care descubrir como atraer y conquistar a la buyer persona, las neuroventas ejecutan las estrategias. El neuromarketing recoge los datos y las neuroventas los. Conclusion las tcnicas usadas para las neuroventas pueden traer un aumento notable en las ventas de cualquier negocio. Al conocer c'm funciona el cerebro del consumidor sere posible conectarlo y generar una comunicacion m's f'cil y propensa a finalizar venta. Para hacer un trabajo eficiente de neuroventas, es necesario contar con una fuerza de ventas altamente capacitada. 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