

# BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books)

By Drew Eric Whitman

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**BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books)** By Drew Eric Whitman

**QUESTION:** Why do some salespeople close deals like crazy, and others usually only get doors closed in their faces?

For example...

**Salesman Joe routinely writes deals** on homes worth over \$3 million... while poor Bill bangs his head against the wall trying to sell \$24 cell phones.

**Lindsay wins awards** for moving the most \$380,000 Rolls Royce Phantoms during the slow summer months... while poor Buffy got fired because she couldn't persuade more business owners to try her \$79 a month coffee-delivery service.

Fact is, these four salespeople have great personalities, firm handshakes and excellent prospecting and follow-up skills. They're dedicated... hard workers... and have families to support. But the difference in their performance is staggering. And it's reflected numerically in the last line of their respective bank statements.

**Why do some salespeople earn big, fat, healthy commissions while others barely scrape by?**

**The "secret" is... psychology.** Many of these high-earning "sales wizards" use consumer psychology. Powerful principles that influence people to buy.

And it doesn't matter what they sell--these principles work for every business. Plus, they're 100% legal, ethical, and powerful when used to promote quality products and services.

**BrainScripts** takes you on a fascinating tour inside your prospects' minds and teaches you 21 powerful techniques of consumer psychology that really work.

Plus, dozens of real-life scripts show you exactly how to incorporate them into your own sales presentations.

No matter what you sell--or how you sell it--the tested and proven ideas in this practical, fast-reading book will teach you...

**How to use the powerful emotion of fear to convince even the most stubborn prospects**--Ethically motivate people to buy whatever you sell.

**How to make prospects personally identify with your products**--It's like taking an x-ray of their brains before you ask for their money.

**How to borrow believability from others to enhance your own**--Breaking sales records is easy when people believe what you say. Here's how.

**How to tailor your sales pitch for your prospects' stages of awareness**--Eric loves your product... Lindsay never heard of it! Here's how to sell them both, in the quickest, easiest way.

**How to crush your competition... before they know what hit them**--These devilishly effective pre-emptive strikes leave them scratching their heads.

**How to change the way your prospects think about your product**--You can actually shape how their brains calculate the value of your products. Result? Greater desire and more sales.

**How to make your prospects demonstrate your product inside their heads before they spend a penny to buy it**--Do this, and the sale is 75% closed.

**How to use powerful speaking patterns that build a river of desire for any product or service**--Amazingly effective way to talk that gets your prospects' buying juices flowing. If you didn't have their attention before, wait until you see how they respond now.

**How to smoke the competition with the power of "extreme specificity"**--Chances are, none of your competitors are using this wickedly effective tactic... and they'll hate you for it. (But you'll love how it affects your bank account.)

**What common mistakes to avoid... at all costs**--Commit these sales blunders and you may as well stay in bed. (How many are you making right now?)

**What you should NEVER/ALWAYS do during any sales presentation**--These tips will save you years of wasted effort.

**Expert guides, tips and strategies**--All based not on hypothesis, conjecture or wishful thinking, but on tested and proven methods of consumer psychology.

And much more.

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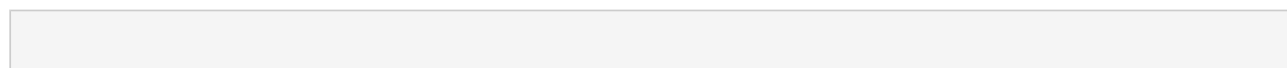
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### Editorial Review

#### Review

"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 Customer Born Every Minute***

"Read it and sell more—it's just that simple."

**Roger Dawson, author of *Secrets of Power Negotiating***

"Puts you light years ahead of your competition. Read it... before your competition does."

**Dr. Tony Alessandra, author *The Platinum Rule for Sales Mastery***

"Gives you an almost unfair advantage—yet it's all perfectly legal!"

**Richard Bayan, author of *Words That Sell***

"Take all of the text books ever written about persuasion, influence, marketing, and salesmanship. Strip away the nonsense. What do you get? *BrainScripts*. It's a mistake not to read this book."

**Mark Joyner, founder and CEO of Simpleology**

"Can you imagine the power in your sales presentation when you understand your prospects better than they know themselves?"

**Patricia Fripp, CSP, CPAE, Sales Presentation Skills Expert**

"It's like looking into a crystal ball of human behavior."

**Thomas A. Freese, author of *Secrets of Question Based Selling***

"The material in *BrainScripts* is so powerful it should require a license for use."

**Art Sobczak, author of *Smart Calling—Eliminate the Fear, Failure, and Rejection from Cold Calling***

"*BrainScripts* shows in detail how beliefs become established, how they affect behavior and, most importantly, how business owners can ethically tap into them to help their companies grow and prosper."

**Robert Dilts, Founder NLP University**

"*BrainScripts* gives you actual scripts to help get your sales message across without setting off your prospects' 'What's the catch?' alarm."

**Tom "Big Al" Schreiter, author of *How To Get Instant Trust, Belief, Influence, and Rapport!***

"*BrainScripts* is the definitive advantage in sales strategy. Read it and win... or pray your competitors do not."

**MJ DeMarco, author of *The Millionaire Fastlane***

"*BrainScripts* takes sales psychology to a new level. Drew's practical and easy-to-use tips will also take you to the next level."

**Kerry Johnson, MBA, Ph.D.; America's Sales Psychologist**

"*BrainScripts* brings you face-to-face with the prospect's intimate evaluation procedures so you can turn

them into sales motivations and close the deal!"

**René Gnam, author of *René Gnam's Direct Mail Workshop***

"Drew Eric Whitman has swung open the vault to generating buyers en masse. *BrainScripts* just might be the best investment of your business life and selling career."

**Spike Humer, author of *The 10 Day Turnaround***

From the Author

Hello My Dear Reader!

Drew Eric Whitman here--thank you for visiting this page. Your support means the world to me!

Some of my reading friends have asked me, "**Drew... which of your two books is right for me: *Cashvertising* or *BrainScripts*?**"

It's sort of like asking, "**Which tool is best?**" The answer, of course, depends on what you're trying to "fix."  
:-)

My previous book, *Cashvertising*, begins with a *brief* explanation of the foundational principles of consumer psychology, and then in the remaining pages--the majority of the book--teaches dozen of principles and tactics of advertising psychology to help readers boost the selling power of their ads, brochures, emails, websites, sales letters and other ad media. It's a book for *advertisers*.

*BrainScripts for Sales Success*, by contrast, digs much deeper into those psychological principles (since the entire book is dedicated to them), and features a practical twist: dozens of actual scripts showing you how to put the principles into action... how to speak them to others... and how to insert persuasion into every sales presentation. It's a book for *salespeople*.

Whereas *Cashvertising* focused on *advertising*, *BrainScripts* focuses on using those same tested psychological principles for *person-to-person sales*.

Read *Cashvertising* and you'll get a *general* understanding how the principles discussed in *BrainScripts* work.

Read *BrainScripts* and you'll not only know how they work at a far deeper level, but you'll also learn exactly how to apply them in one-on-one selling situations where you have a live human being in front of you that you're hoping to convince and influence.

**"But, Drew! What if I'm an advertiser and I also do one-on-one selling?"**

Good question. In that case, you definitely want both books. Read all of *BrainScripts*... and then jump into *Cashvertising* at the section which begins, "*Ad-Agency Secrets: 41 Proven Techniques for Selling Anything to Anyone.*"

This way you'll cover all bases. You'll get a "crash-course" in the psychology of one-on-one selling-- plus loads of scripts and dialogues you can use as templates for own presentations--and a hard-hitting "seminar" in the psychology of advertising copywriting and design to improve your ads, emails, websites, brochures, sales letters, and more.



If you've read the reviews that the wonderful Amazon readers have written, you'll quickly see that I'm all about providing practical, no-nonsense, put-it-to-immediate use information. No boring stories. No history lessons. No fluff just to fill space. (I hate books like that.) Like my live, in-person seminars, my goal is to deliver so much ready-to-use information--far more than you paid for--that by the time you're done reading, your head is spinning with new ideas that you can start using the very same day if you'd like.

Most importantly, I thank you wholeheartedly for your kind support. Readers like you make everything I do worthwhile. I hope to have the pleasure of talking with you--at least via email--one day. Or perhaps meeting in person at a live seminar. Feel free to contact me from my website if I can ever be of service to you, okay?

Success!

Drew Eric Whitman, D.R.S.  
Direct Response Surgeon(tm)

About the Author

**Drew Eric Whitman**?(a.k.a. “Dr. Direct™”)?has been teaching consumer psychology to audiences worldwide for over 30 years. He’s created advertising for many of the largest companies in the U.S. and personally sold everything from jewelry, printing, pretzels and pagers, to gym memberships, subscriptions, real estate and mortgages. Author of *Cashvertising*, his fast-moving, high-content seminars teach audiences how to turn window-shoppers into cash buyers.

## Users Review

**From reader reviews:**

**Herbert Beckley:**

Have you spare time for the day? What do you do when you have more or little spare time? Yes, you can choose the suitable activity regarding spend your time. Any person spent their spare time to take a walk, shopping, or went to the Mall. How about open or perhaps read a book called BrainScripts for Sales Success: 21 Hidden Principles of Consumer Psychology for Winning New Customers (Business Books)? Maybe it is to become best activity for you. You recognize beside you can spend your time with the favorite's book, you can smarter than before. Do you agree with it is opinion or you have various other opinion?

**Earline Martin:**

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be your substitute.

**Rose Nguyen:**

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**Jennifer Stanley:**

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