

The 7 TRIGGERS to yes

THE NEW SCIENCE OF SUCCESS

Course Description and Delivery Formats



A real-world, practical system that can be implemented right away.

The 7 Triggers courses build on the research and concepts explored in Russ Granger's critically-acclaimed book with a practical, powerful, step-by-step system for masterful business development.

Learning by Doing

The 7 Triggers process is explained and explored as it relates to a real-world business situation of the participant's own choosing. The techniques are applied directly - during the program - to their own business challenges.

E-Learning

Fully interactive self-paced programs can be delivered from our own web-based learning system at My7Triggers.com, or be installed directly on the corporate LMS platform.



Multimedia elements illustrate principles and techniques using a range of business examples; interactive features aid in comprehension and convey skills through self-selected scenarios. Program prompts encourage participants to supply their own real-world examples.

On-Site Workshops

User-friendly leader's materials enable your staff to easily facilitate this groundbreaking program. Pre-work, workshop, and action plan components combine to ensure optimal learning, as well as on-the-job execution.

A pre-work assignment invites participants to select their own Current Persuasion Opportunity (CPO) for the ultimate customization of real-world skill application. In the workshop, attendees experience a coordinated blend of highly-interactive class discussions, focus group and workbook activities, and role-plays. PowerPoint slides and video clips add essential material.



Got Success on the Brain?

We now know definitively that the brain is hard-wired to take mental shortcuts when making decisions. Internal triggers help us assimilate data and take the right next step. Knowing how triggers work offers enormous persuasive power. Course participants learn:

- How to quickly and easily trigger YES decisions.
- How to get agreement and compliance from even the most difficult people.
- How to generate change, growth, and profit.
- How to exert a significant competitive edge.

Course modules are designed to help busy professionals absorb, practice, and apply skills.

THE AWESOME POWER OF PERSUASION

Persuaders rule. They always have. They always will. Salespeople, leaders, advertisers, marketers—all of us—have been using hit or miss emotional appeals for years. But hit or miss, trial and error approaches to activating emotional triggers are ineffective and inefficient. The 7 Triggers to YES makes your sales staff consciously competent with new scientifically documented data on how the brain processes decision making information. Applying new scientific discoveries, we can now successfully lead others to a shared conclusion. This module explores:

- * The process of persuasion for leading others to a shared solution and desired action, a closed sale.
- * Analytical vs. Emotional Decisions.
- * The twin horses of the mind: reason and emotion.
- * How to work with people rather than against them.
- * The building blocks of sales persuasion.
- * How to effectively influence others' decisions by understanding how they

process decision-making information.

- * Triggers, the decision shortcuts that help us make quick, correct decisions.

THE TRIGGER CONCEPT

Internal mechanisms called triggers help us quickly assimilate information and take the right next step. Those who understand how triggers work have enormous power to help others make decisions. In each of the seven critical trigger modules, participants learn:

- * What triggers we each universally employ to shortcut the decision process.
- * How to evaluate potential triggers for each situation.
- * How to apply each trigger.
- * The most important elements of each trigger.
- * How to help others quickly make buying decisions that are right for them.
- * To apply trigger elements to their Current Persuasion Opportunity.

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The YesMaker Action Plan for Advanced Client Intelligence

Fresh insights and techniques can fuel substantial business growth. But all too often, great new skills get dropped or diminished in the clamorous demands of day-to-day business; it's hard to apply the right approach consistently. That's why all 7 Triggers courses include **The YesMaker Action Plan for Advanced Client Intelligence**.

The YesMaker is the tool that ensures proper and consistent application of the unique methods that produce better and faster business development. It not only encourages course graduates to employ the techniques and principles of the 7 Triggers, it is a vital tool for gathering, organizing, and using advanced client intelligence. The YesMaker offers functions similar to those associated with CRM type data capture and organization, but in categories unique to the 7 Triggers methodology.



“Implementation these days is the bane of many a management team. Your frameworks make those implementations 100% effective.”
Shailesh Mor, Director Ocean Services Expeditors, Global Logistics and Supply Chain Management

THE 7 TRIGGERS

The Friendship Trigger

Trust, friendship and common bonds are a key trigger. This trigger forms the basis for other triggers to be effective. The many key facets to this trigger are explored. This is bedrock information for sales success.

The Authority Trigger

By effectively showing credibility, knowledge, and authority, you reduce the risk inherent in most decisions. Like Friendship, the Authority Trigger is a critical stand-alone trigger as well as a precursor for other triggers to be activated.

The Consistency Trigger

We are slaves to consistency. The brain maintains a database of prior actions and feelings. The newly discovered chemical and biological brain flows urge us to be consistent with this mental archive. When we learn what others are consistent with, we can frame our request accordingly.

The Reciprocity Trigger

This is the well documented, universal psychological requirement for quid pro quo. Every human society employs this trigger, and scientists now believe society as we know it exists principally because of this powerful internal trigger.

The Contrast Trigger

In the real world of the brain, objective values simply don't matter—perceptions rule. Perceptions are based on “where we were - where we are now,” which scientists call the “adaptation level.” Setting the right adaptation level, and the specific order in which we present sales options and choices, creates the right perceptions to activate this trigger.

The Reason Why Trigger

Scientific studies create and validate the Reason Why Trigger. Ask without a reason, get turned down. Provide a reason for acting, and you persuade compliance. Why? Because a specific emotional element in the brain accepts what it considers to be a valid reason and acts immediately rather than sending the reason, and the request, to the thinking part of the brain.

The Hope Trigger

Hope is the strongest motivator of all human activity. We hope for happiness, for what we want, we hope to avoid what we fear. Hope is a fundamental powerhouse trigger that controls our decisions and actions. It is unmatched in persuasive ability. Learn what others hope for, and it's fascinatingly easy to frame requests to activate this essential trigger.

“Very applicable, excellent new approach to key success objectives. The on-the-job application will be a direct improvement in sales and a new opportunity in a challenging marketplace.”

*John Montgomery
Bayer Pharmaceutical Company*

The course presents the elements of each trigger, shows how to activate each trigger, and how to apply individual triggers and trigger combinations to the sales process. We provide a process for determining which triggers will be most easily activated in each persuasion encounter.

PERSUASION TARGETS

To successfully persuade others we need specific persuasion goals. In this module, participants will:

- * Learn the single critical element that determines success or failure.
- * Be able to apply the Four-Step Goal-Setting Process to measurable persuasion goals.
- * Learn how action-oriented goals can make achieving YES! easier.
- * Learn to avoid the “someday syndrome” for achieving goals.
- * Rewrite their CPO using the four-step goal process.

PERSUASIVE COMMUNICATION

Persuasion result is totally dependent on the quality of communication. The best skills are worthless without the ability to properly communicate your requests. In this module, participants will learn:

- * The definition of true communication—it's not what most think!
- * How and when to identify values and decision-making criteria.
- * How to formulate questions to uncover needs, wants, goals hopes and fears.

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My7Triggers.com



The Online Personal Achievement Center

7 Triggers e-learning is an ideal environment for multiple users, offering all the functionality and flexibility corporate pros have come to expect from a fully-featured LMS.

7 Triggers courses are 100% SCORM compliant, and may also be deployed onto your own company's LMS. Our range of features include:

Scalability

Works with 50, 500, or 50,000 users. It is designed to scale as needs grow.

Virtual Classroom Features

Educate, demonstrate, and collaborate in real-time without the need for travel or teleconferencing.

Survey Tool

Create and publish surveys for feedback on courses, instructors, and system.

Registration & Tracking

Easy individual registration, and admins can also register users through batch or real-time processes. Each learner's information and activities are stored in his or her user profile for easy management review.

- * How the right questions guide the process.
- * How to actively listen rather than waiting to speak.
- * How to understand others—and be understood!
- * To apply communication & questioning skills to their CPO.

PERSUASIVE PRESENTATIONS

New persuasion skills breathe vibrant life into stale, old style logic and reason oriented presentations. Even the needs/benefit approach is now expanded exponentially. In this module, reps will gain the ability to:

- * Frame, organize & prepare sales presentations leading to successful persuasion results.
- * Make the best opening statement.
- * Determine which trigger information will make the most impact.
- * Frame the presentation using carefully selected triggers.
- * Deliver persuasive, well organized interactive presentations that lead to desired decisions and actions.
- * Apply relevant triggers information to their CPO presentation.

RESOLVING RESISTANCE

Skilled persuaders easily turn resistance into golden opportunities. In this module reps will:

- * Learn how to recognize and disarm resistance.
- * Know how to properly react to resistance.
- * Learn how to respond to objections with the Four-Step Process.
- * List several objections they might get to their CPO request.

CLOSURE

Armed with solid persuasion skills, closure comes naturally! In this module, sales reps will learn to get that final YES! by discovering:

- * How to determine the right time to close.
- * How to use key persuasion triggers to get commitment - that final YES.
- * How to apply different closing methods.
- * How to close every single encounter!
- * How to achieve successful closure for their CPO.

For sample program materials, access to the online learning center, system tours or demo accounts, please contact Marie Benesh on 607-776-6838 or at marie@the7triggers.com.

Visit The7Triggers.com for more information.