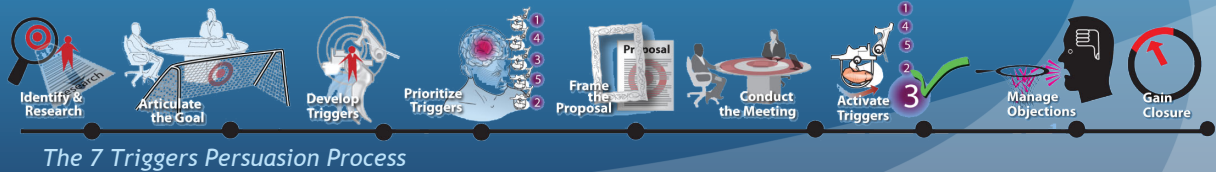


The 7 TRIGGERS to yes

Frequently Asked Questions



We are not thinking machines. We are feeling machines that think.

WHAT IS PERSUASION?

Dr. Jay Conger, at the University of Southern California, gives this description: “Effective Persuasion becomes a process by which the persuader leads colleagues to a problem’s shared conclusion.”

Persuasion is partnering with people to achieve mutual goals and benefits. Persuasion will turn goals and dreams into tangible results. Persuasion is getting someone to do something she wouldn’t do if you hadn’t asked.

WHY DO MANAGERS NEED PERSUASION SKILLS?

The 20th Century’s top manager puts it simply. In his autobiography, Jack Welch, former CEO of General Electric states, “Nearly everything I have done in my life has been accomplished with other people.” Managers cannot lead unless they can persuade people to follow, to execute the vision. Persuasion skills get the results managers need.

WHY DO SALES PEOPLE NEED PERSUASION SKILLS?

In the most basic terms, selling is persuading people to make a decision, to say “YES” to buy. Persuasion is the single most important skill to produce sales success. Selling is persuading.

WHAT’S THE BREAKTHROUGH

The breakthrough is that for the first time in history we see, in real time, how the brain reacts to outside

stimuli including requests for decisions and actions. For 2500 years we have been forcing the brain to work in unnatural ways. By making requests backed with reason, logic and great arguments we have been working against the brain’s natural processes. The breakthrough is that we can now work WITH the brain’s natural internal triggers to quickly, easily persuade the decisions and actions we want.

WHAT IS A TRIGGER?

The book and PBS series “The Secret Life of The Brain” refers to the brain’s limbic system and its “internal navigation system.” That system is activated by triggers. Triggers are any stimulus that will help us make an automatic, non-thinking decision or action.

ISN’T PERSUASION JUST A NICER WORD FOR MANIPULATION?

Dr. Jay Conger writes in Harvard Business Review, “Persuasion supersedes sales and is quite the opposite of deception.” When we work in concert with the other person’s own internal guidance system, when we work for a shared conclusion, there is no manipulation.

WHAT’S WRONG WITH THE “CONSULTATIVE, NEEDS/BENEFIT” APPROACH TO SELLING?

Nothing! But the needs/benefit approach is only one

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part of one trigger. We severely limit our potential when we miss out on the many ways people activate their own internal guidance systems.

CAN THE 7 TRIGGERS TO YES BENEFIT EXPERIENCED REPS?

Yes. The 7 Triggers to Yes is a new, critical add-on to prior sales training or experience. Everyone - new, mid-range, or top sales people - will benefit from increasing their opportunities to get to YES!

WHAT WILL REPS DO DIFFERENTLY?

They will increase sales results by working *with* the other person's natural decision process rather than against it as we now often do. They will form better relationships, increase closing ratios, and be more confident in their sales work. They will produce more sales in less time with fewer resources.

WHAT ARE THE BENEFITS?

After the training, reps will:

- * Understand how clients and prospects trigger their own decisions.
- * Be able to frame a presentation to trigger the buyer's YES response.
- * Develop better client relationships.
- * Apply the right mix of emotional and logical appeals.
- * Close easily, quickly, with full agreement and compliance, and saving time, energy, and resources.



HOW CAN OUR PEOPLE LEARN THESE SKILLS?

The 7 Triggers to YES training can be delivered in many ways, including fully interactive e-learning and leader facilitated on-site workshops. Skills are targeted directly to your own, real-world situations. This means skills are better retained, and quickly applied on the job.

WILL THE TRAINING PRODUCE RESULTS?

ProEd has documented results improvement for over 260 companies throughout the world. We train for results, not for knowledge alone. With our unique approach to training, participants apply learned skills to their own specific challenges. This is not about hypothetical concepts but about results.

WHAT'S THE BOTTOM LINE?

Michael Hattersley, Professor at the Harvard Business School puts it best stating, "When persuasion is successful it moves its audience to do something - to buy a product, change behavior, support a plan or adopt a point of view."

Isn't this what you want your people to do?

