


[DOWNLOAD](#)


Selling Outside the Square: Creative Ideas to Help You Make More Sales

By Bob Boog

T H S International, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Many books on selling offer the same advice: set realistic goals, work hard and do the right thing. Other books are more motivational and some just have the words rich or millionaire in them. In Selling Outside the Square, author Bob Boog asked himself this question: What causes a customer to want to buy something in the first place? While looking for the answer to that question, he discovered that researchers believe that most people use 12 powerful psychological triggers as a shortcut to making a buying decision. These triggers help us on a psychological level but could they also be exploited by a shrewd salesperson to enable him or her to better sell more products? In this interesting book, Boog identifies the current, largest buying population in America and Europe and unlocks their inner thoughts and core beliefs. He then describes how to utilize the 12 psychological triggers to sell to them and adds more than 12 additional field-tested marketing tips. There is also an interesting and informative chapter on creative problem solving. Entertaining,...



[READ ONLINE](#)
[6.99 MB]

Reviews

This ebook is definitely not simple to begin on reading but really enjoyable to read through. This really is for all who statte that there had not been a worth reading. You may like how the author publish this ebook.

-- **Demetrius Buckridge**

This book may be really worth a read through, and a lot better than other. It is really basic but excitement inside the 50 % in the pdf. I realized this pdf from my dad and i encouraged this publication to learn.

-- **Curtis Bartell**