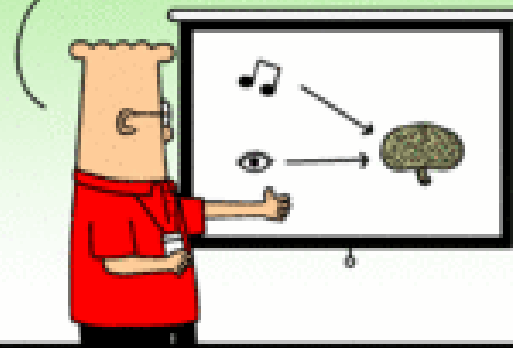


I DISCOVERED A UNIQUE SEQUENCE OF SIGHTS AND SOUNDS THAT MAKES PEOPLE BUY THINGS THEY DON'T NEED.



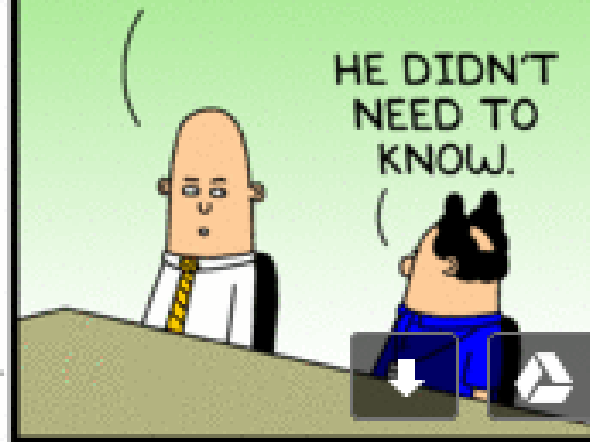
DilbertCartoonist@gmail.com
Dilbert.com

I RECOMMEND THAT WE DESTROY ALL OF MY LAB NOTES AND RID THE WORLD OF THIS EVIL TOOL.



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11-6-14

YOU NEVER TOLD HIM WHAT MARKETING IS?



HE DIDN'T NEED TO KNOW.

A close-up photograph of Tom Cruise, looking intensely at the camera while holding a black mobile phone to his ear. His mouth is wide open in a shout, and his facial expression is one of extreme stress or anger. The background is a blurred office or cityscape. A large, white speech bubble with a black outline is positioned on the right side of the image, containing the text "SHOW ME THE MONEY!".

**SHOW
ME THE
MONEY!**



YOU HAD ME AT HELLO

philosophie
Peut-on
vivre
plusieurs
vies
en une ?



HAPPY SALES TO YOU

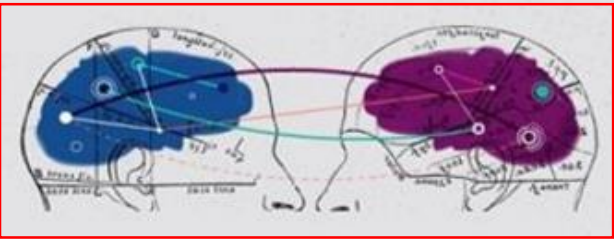
CONVEY EMOTION TO DRIVE CONSUMER RESPONSE

Wouldn't it be great if you could make your audience do exactly what you wanted? It doesn't take a magic spell or class in hypnosis; all you need is a little neuroscience and psychology.



KNOW YOUR EMOTIONS

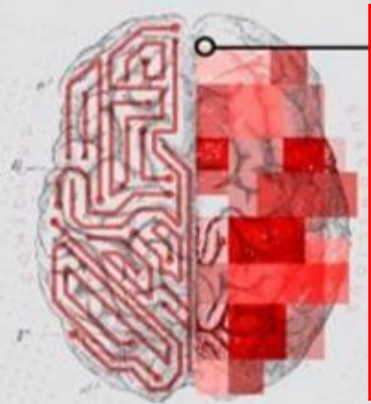
There's nothing more powerful than emotional connection. So complex at the root of humanity, it drives the thoughts and actions that define us.



The human brain makes about **10,000 DECISIONS PER DAY**, on average, many of which revolve around buying.

90% OF THOSE DECISIONS ARE MADE SUBCONSCIOUSLY.

With the majority of our decisions made outside conscious thought, consumers often aren't even aware of their thoughts or feelings toward certain brands.

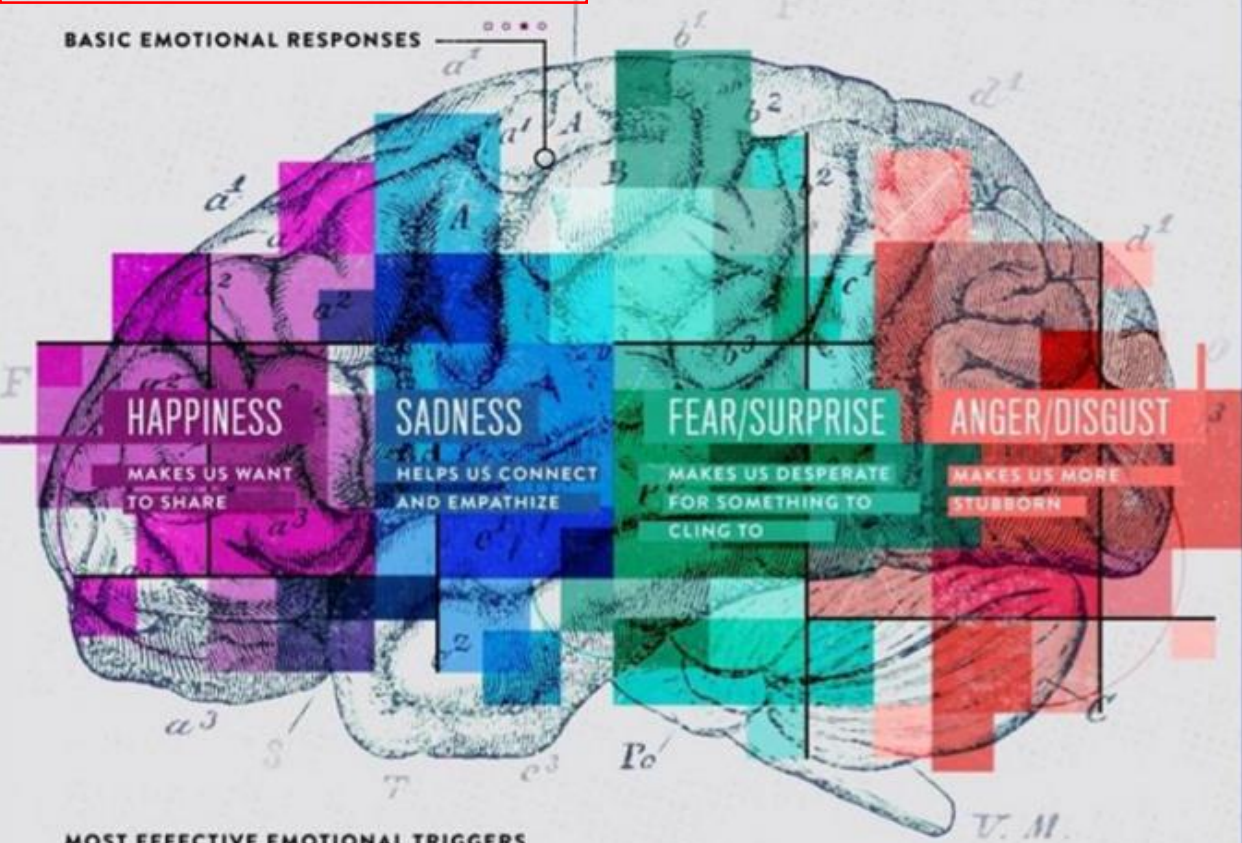


95% OF COGNITION HAPPENS OUTSIDE THE CONSCIOUS BRAIN, INSIDE THE SUBCONSCIOUS, (AKA, THE EMOTIONAL BRAIN).

As science rapidly progresses, however, we now have a better understanding of how emotion affects consumers' reactions to brand awareness and marketing content, which can come in

ELICIT THE RIGHT RESPONSE

Understanding the basics of neuroscience and psychological thought gives marketers an advantage in building strong customer relationships.



MOST EFFECTIVE EMOTIONAL TRIGGERS

- TRUST
- VALUE
- BELONGING
- INSTANT GRATIFICATION
- LEADERSHIP
- TREND-SETTING
- GUILT
- FEAR
- COMPETITION
- TIME

MAKE IT COUNT

We process emotional responses 5x faster than logical ones, making emotional judgments before drawing logical conclusions.



EMOTIONALLY BASED CAMPAIGNS SEE HIGHER PROFIT GAINS THAN ONES APPEALING TO RATIONAL THOUGHT.

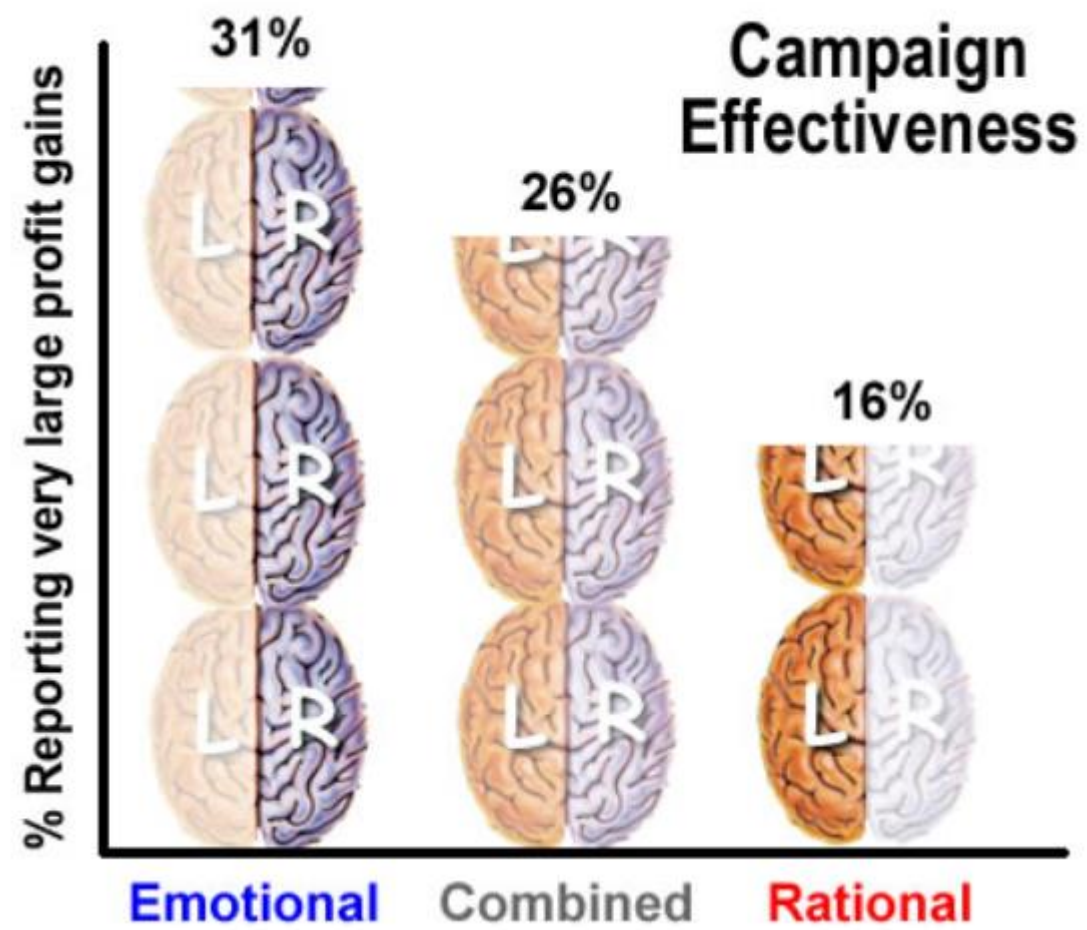


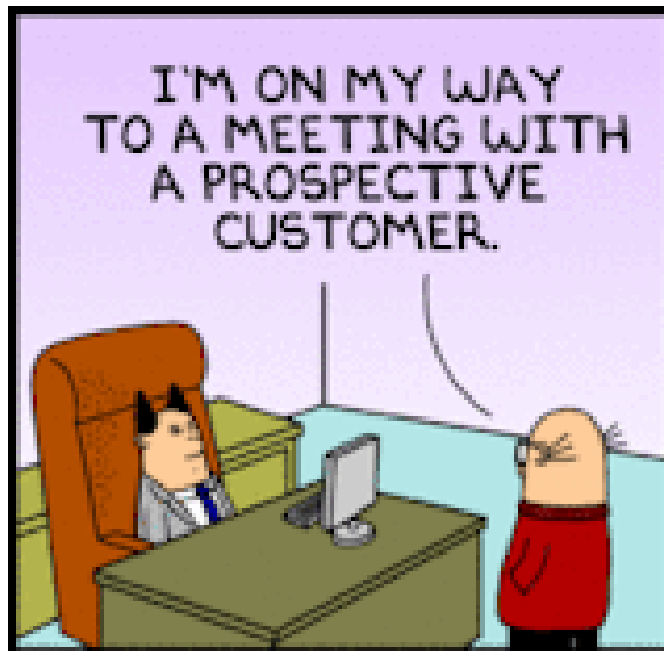
By eliciting an emotional response, you can build a strong connection with your audience, with impressive results.



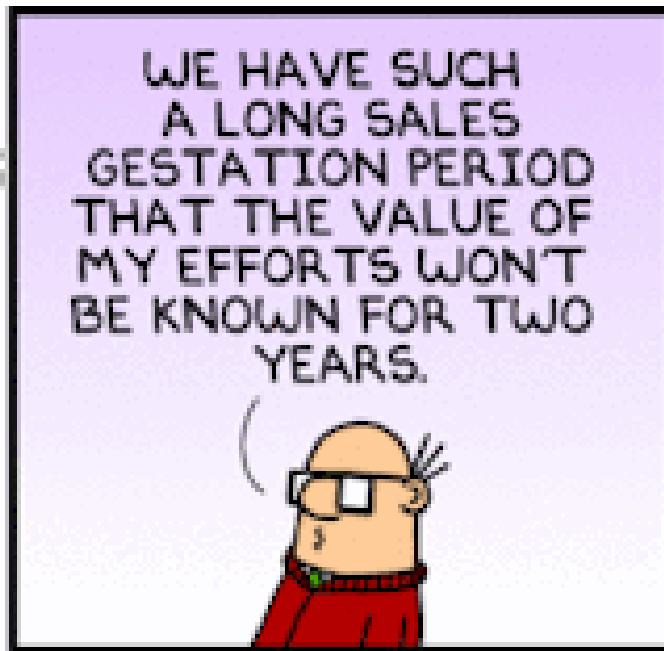
70% OF EMOTIONAL CAMPAIGNS SHOWED EVIDENCE THAT EMOTION IN ADVERTISING CAN BE INDICATIVE OF AD SUCCESS.

Once you understand your target audience on a subconscious level, incorporating emotional triggers will drive stronger consumer interaction with your brand, ultimately amplifying sales.

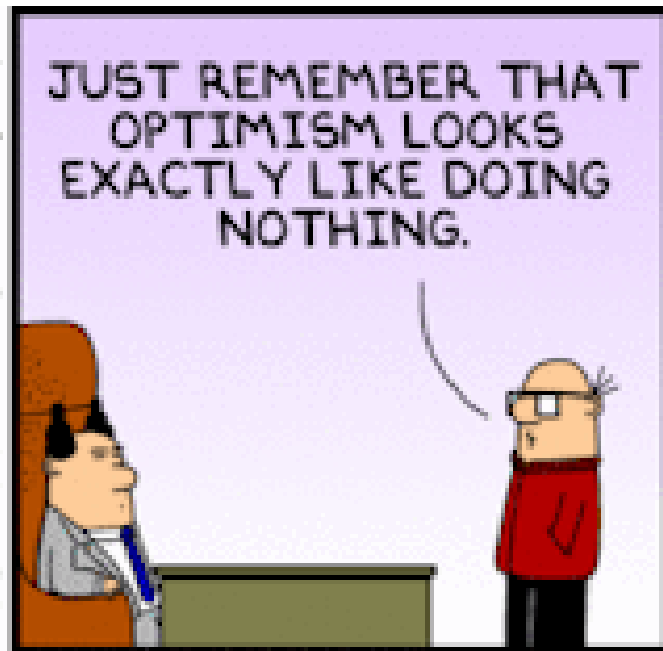




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HOW TO SELL ANYTHING



look into their soul.
what do they want?



understand
their problems



feel what upsets them



show a way out
of their problems



care about them



care about their problem



offer to help a little



visualize a bigger solution



offer that solution

*Trust Me,
I'm in
Sales*



THE GREAT TRUST SHIFT: FROM INSTITUTIONS TO INDIVIDUALS



INSTITUTIONAL TRUST



PEER TRUST

CONTENT



A



BEST PRACTICE TO

RECRUITING

THE HARDEST ROLE
IN THE COMPANY



B



TOP 5 REASONS YOU ARE FAILING AT RECRUITING CONSISTENTLY GREAT SALES TEAMS

A HELPFUL GUIDE TO IMPROVE YOUR REVENUE