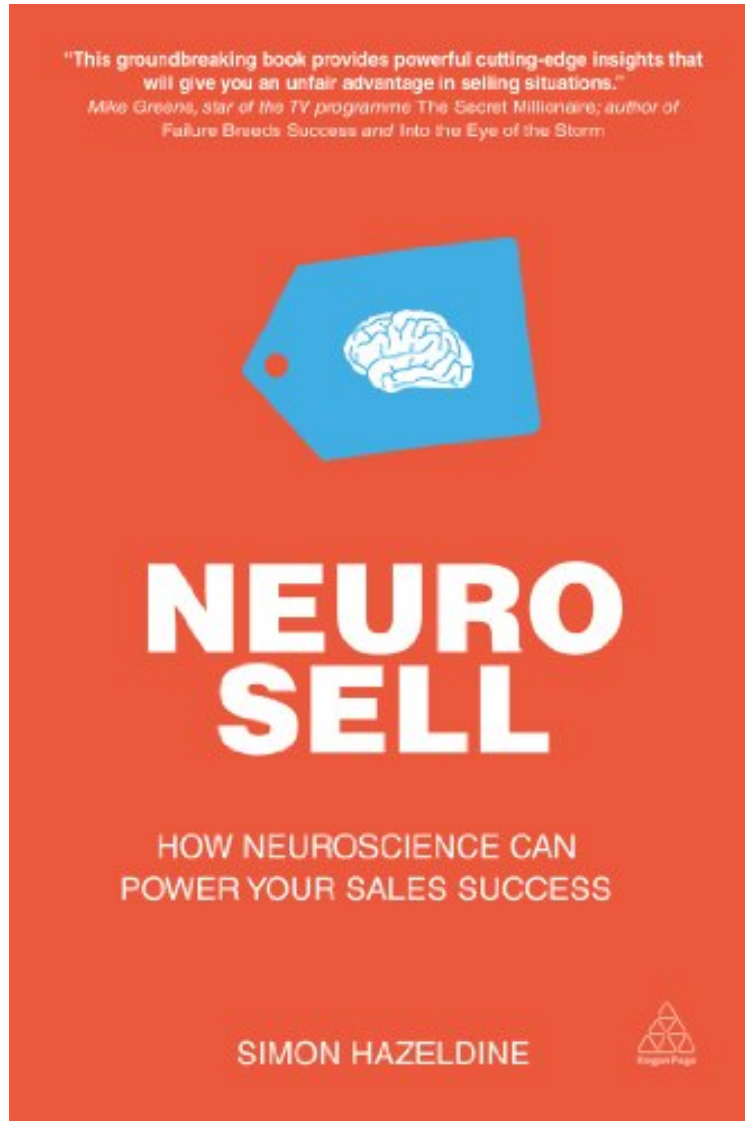


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# Neuro-Sell: How Neuroscience can Power Your Sales Success

*Simon Hazeldine*

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**Simon Hazeldine : Neuro-Sell: How Neuroscience can Power Your Sales Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Neuro-Sell: How Neuroscience can Power Your Sales Success:

1 of 1 people found the following review helpful. love good brain scienceBy J Marcolove good brain science, and the techniques work in sales. Don't expect the work to be done for you, read it, put it down, think about , use it, go back and re-read it, rinse and repeat. Let this one sink in, one day it will all make sense, and then watch out!0 of 0 people found the following review helpful. Five StarsBy Di ChiaraAWSOME!0 of 0 people found the following review helpful. Buy this book, read it, apply it- Rinse and repeat.By Reg NordmanAt first glance this book may appear to be

another take on Selling Styles Theory . However take another look as it is much more than that. In one volume written specifically for sales teams you find a concise description and application of today's relevant research on the brain and how to be brain friendly in your approach. . It would not take much to apply this material to marketing as well. I read this in a rapid time as it seemed to be replaying what we have been finding in the marketplace for the last few years. Some of what he says seems self evident and some seems common sense and some so new you will read the sections twice. I do not see how any sales person today could ignore this book, unless he/she wishes to be an also ran in the market. Buy it, read it, apply it and do it again. Great for a cross country flight and my compliments to the easy reading brain friendly style!

Anyone involved in sales faces huge challenges these days, from fierce global competition and increased pressure on margins to the power of internet-savvy buyers and difficulties with getting time with prospective buyers. To succeed in sales, something more than the traditional techniques is needed. Neuro-Sell presents an effective, brain-based approach to selling that is sensitive to what's going on in the customer's mind. Neuro-Sell helps readers understand the importance of the unconscious and get below the surface of what people say to recognise what they really mean. Packed with examples, quizzes, templates and interactive exercises, it develops readers' skills in building sales relationships with the four main types of buyer and outlines the five stages of neuro-negotiating that will help give readers the competitive edge.

"Simon Hazeldine's latest book is a must read if you want to know how to increase sales and understand the science behind why people buy." (David Tovey, Business Development speaker Author of Principled Selling ndash; How to Win More Business Without Selling Your Soul)"Neuro-Sell combines the latest neuroscience research with hard-won sales experience to introduce the reader to the power of "brain-friendly selling". Essential reading if you want to create long-term client relationships in a world where technology has levelled the persuasion and influence playing field." (Jamie Smart, author of Clarity: Clear Mind, Better Performance, Bigger Results)"Simon Hazeldine has taught me so much about how the brain works, and as a professional property investor, it's helped me make a lot more money. I thought I could work people out until I read this book! Simon's brain friendly selling information is something you'll wish you knew years ago, and you'll realise just how much money you left on the table. Once you've read this though, it will ALL change. Do it now." (Rob Moore, Best selling Property Investment Author and Co-founder of Progressive Property)"A fascinating and compelling read, which manages to get the right balance between science and practical application. It translates leading edge research into simple, easy steps and actions anyone can take to be a more effective salesperson. Anyone who needs to sell needs to read this book." (Heather Townsend, author of The Financial Times Guide to Business Networking)"Simon Hazeldine covers real world, practical advice and techniques to tap into the buyer's brain so that you can influence them on a much deeper level than your competitors." (Sean McPheat, author of Eselling)"Simon Hazeldine builds on the solid, scientifically-grounded principles of neuroscience (which he has studied extensively) and shows the practical application of these principles in real-world selling and interaction. I just hope my competition doesn't get hold of this masterpiece. It is a book to be studied, not just read. Get it. Devour it. Apply it. Your business and your life will be better for it." (Terry Brock MBA, CSP, CPAE, Author, Professional Speaker, Marketing Coach)"Simon Hazeldine has conducted extensive research into neuroscience to understand how the brain responds during sales and negotiation and when a person is making buying decisions. His insights have created a highly effective sales tool that will help you close more sales with less effort." (Allan Pease Author of #1 Bestseller The Definitive Book of Body Language)About the AuthorSimon Hazeldine works internationally as a professional speaker and performance consultant in the areas of sales, negotiation and leadership. He has a Masters Degree in the psychology of performance, is certified as a Master Practitioner and Trainer of NLP, and is a Fellow of the Institute of Sales Marketing Management. Simon is a qualified prism brain mapping practitioner and has spoken in 25 countries across five continents.