

THE BUYING BRAIN

Secrets for Selling to the
Subconscious Mind



DR. A. K. PRADEEP

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SURPRISING INSIGHTS FROM THE WORLD'S LEADING NEUROMARKETING LAB

The Buying Brain

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SALES TRAINING: The art of selling to intelligent people, 2015-11-21 How will this book benefit you Sales people often think If I'm hard working and honest with my customers why do I need a better understanding of things like neuroscience the psychology of trust and reverse psychology The answer is simple there are some truly amazing sales people who go the extra mile to collect their customers at the airport entertain them at restaurants tell funny jokes on LinkedIn and then after doing all these things to impress customers they find out that the customer bought from their competitor who did not do any of these things to impress them Sometimes the customer can even perceive dedicated sales consultants as being desperate causing them to lose the deal Other sales people still attempt to use mental strategies to persuade their customers to buy their products or services and by doing so they seem to forget that resistance to persuasion is a common reaction in all human beings This results in salespeople failing to close straightforward sales that should have been very easy to close This is precisely why salespeople need a deeper understanding of how customers think whom they trust and why they decide to buy Appreciating these concepts will give you a real edge as a salesperson you will gain the confidence and proficiency to take your sales performance to the highest level All the techniques found in this book focus on smarter sales not harder sales Hopefully by the end of this book you will have understood that sales success does not depend on your desire to sell or on how hard you try Rather it depends on your ability to understand the mechanisms that underlie the buying process You will learn to be a smarter salesperson who is confident and relaxed and can dextrously use a handful of strategies leading to success What this book is NOT about Now let's be clear about something some people think that this book is about the dark side of sales However this is not the case Au contraire if you are stuck in a pattern where you are currently using questionable sales techniques that are making good money but is bad for your reputation you're about to learn new methods that are more effective and will give you an excellent reputation instead The methods described in this book are insightful rather than dubious Who is this book for There are three groups of people who will benefit tremendously from reading this book Firstly if you already work in sales and perform well but somehow find that over time your reputation is suffering in the process Secondly if you are totally new to sales and would like to get it right from the start with this book you can learn to master the psychology of selling so that you never struggle in this profession Thirdly if you work in sales have a good reputation but you need to increase your conversion rate to see better performance this book will allow you to fine tune your selling approach

Cautionary notes The tactics explained in this book are best used when selling a credible product or service to the right prospect Please don't abuse these tactics to try and manipulate buyers into spending their money on inferior products that they will regret buying After all it is your responsibility to preserve your long term reputation as a sales professional

Design for Business Doctor Gjoko Muratovski, 2014-06-01 One of very few books to bring together business and design this collection features essays on topics ranging from branding and sustainability to business driven design education The centrepiece of the volume is an essay on simplicity in design by Per Mollerup a distinguished Scandinavian designer professor and author Bolstering this are transcripts of two interviews with the former global art director for Nike for the 2012 London Olympics paired with a paper on Nike's design and marketing strategies for the Olympic Games Other features include a transcript of an interview with Dan Formosa a New York based design consultant design researcher and founding member of the iconic Smart Design studio an essay on the importance of a research led design practice in typography a consideration of colour and brand identity an essay on packaging design testing methods a study of greenwashing sustainability and communication design a case study on organizational management by design an essay on strategic decision making in new product development research on how Australian businesses are hiring designers and an exciting case study on the design partnership between the hearing aid company BHS and the design studio Designworks that has revolutionized a health care sector

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Employees Need and Can't Tell You Melina Palmer, 2022-11-04 A Science Based Organizational Change Roadmap for Managers A science based playbook that is a must read for every manager of people John A List Wall Street Journal bestselling author of *The Voltage Effect* and *The Why Axis* 1 New Release in Office Management and Business Operations Research Adapting to change is part of life But change is hard and managing change is even harder First understand how the brain works Because we really don't know how the brain works we don't know what makes us more receptive to change Employees can't tell their managers what they need to get on the train and managers don't know either How to get your team on board In her first book *What Your Customer Wants and Can't Tell You* author and behavioral economics specialist Melina Palmer applies the science of behavioral economics to unlocking what is behind customer decisions Behavioral economics combines elements of economics and psychology to understand how and why people behave the way they do in the real world Now in her sequel *What Your Employees Need and Can't Tell You* she offers a highly actionable roadmap for business executives and managers faced with the task of instituting successful organizational change Actionable behavioral economics for successful change management *What Your Employees Need and Can't Tell You* delivers insights and research from behavioral economics and the greater behavioral sciences presented in an enjoyable way that you can actually use to get results Inside find An introduction to how the brain really works when faced with change Insights into key biases and concepts the subconscious brain uses to make decisions Apply it sections with tips on how to start using what you have learned immediately If you are responsible for managing change and have tried books such as *The Heart of Business* *Humanocracy* or *Change* you should read Melina Palmer's *What Your Employees Need and Can't Tell You* [Brainfluence](#)

Roger Dooley, 2011-10-21 Practical techniques for applying neuroscience and behavior research to attract new customers *Brainfluence* explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns This application called neuromarketing studies the way the brain responds to various cognitive and sensory marketing stimuli Analysts use this to measure a consumer's preference what a customer reacts to and why consumers make certain decisions With quick and easy takeaways offered in 60 short chapters this book contains key strategies for targeting consumers through in person sales online and print ads and other marketing mediums This scientific approach to marketing has helped many well known brands and companies determine how to best market their products to different demographics and consumer groups *Brainfluence* offers short easy to digest ideas that can be accessed in any order Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non profits Roger Dooley is the creator and publisher of Neuromarketing the most popular blog on using brain and behavior research in marketing advertising and sales *Brainfluence* delivers the latest insights and research giving you an edge in your marketing advertising and sales efforts

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web the syllabus can be found below communication skills in english engineering graphics i engineering mathematics i basic computer skills lab basic computer skills lab engineering graphics ii engineering mathematics ii basic electrical electronics engineering basic electrical electronics lab

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web jun 7 2023 the following is a list of core diploma mechanical engineering subjects covered in the curriculum mathematics communication skills english applied physics applied chemistry introduction to it system fundamentals of electrical electronics engg hydraulics fluid mechanics cad thermodynamics