

8 Psychological Triggers - 2 Minutes

0:01 The sales process. And indeed, all communication is essentially a psychological game between human beings in terms of what you say and what they say and what the responses are.

0:13 There are eight basic triggers, psychological triggers that govern communication, particularly when you want to get your way so to speak.

0:25 And in tra in the sales process, clearly you are looking to make a sale. Now, these are, these are the eight critical points, and below here are eight versions of, well, one version for each, that essentially highlight the approach.

0:44 This is not a script, it just means that you need to be able to understand that there are very specific triggers that take that result in people taking action.

0:56 So you can download this, view it, download it, and just become familiar with it because all sales processes are essentially a process of getting people to know you, like you, trust you, and to take action based on what you say.

1:11 And at all times, remember that all you have is your voice basically on the telephone. So that whole process is is much more complicated from the perspective of having to understand that your tool, your professional tool that you have at your disposal is your voice and what you say and how you say it.

1:33 So it all comes down to those simple elements. And, but the same time, you have to understand what they mean intimately and how to use the skills of the voice, the content, and as per the above videos in terms of what you say, how you say it, when you say it, tonality, mirroring, diction, and all of that.

1:55 And this is part of what you say and how you deliver the message in any given moment.