

8 Types of Psychological Triggers

Below are the basic psychological triggers that affect all of us human beings and generally dictate our responses. They also form the core construct in the sales process.

Below is ONE SAMPLE VERSION of the adaptation of the 8 triggers to our sales process. They do NOT represent a specific script. Once you understand these triggers, you'll be able to adapt it as you see fit to any given circumstances.

1. Fear - Do this or something bad will happen to you
2. Flattery - Do this and you're a good person
3. Bribery - Do this and we'll do something for you
4. Shaming - Do this or you're a bad person
5. Blaming - Do this or it's your fault we can't do something
6. Guilt - Do this or it's your fault if something bad happens
7. Intimidation - Do this or you won't be allowed to do that
8. Threats - Do this... or else...

1. Take advantage of this one-time opportunity right now, because when it's gone, you'll be stuck in the shark tank with all your competitors buying the same leads.

2. You've worked hard to build you business, and if you turn away from the lead selling giants, you'll be in the best possible position to help your family and your employees by growing your business. You deserve it - and they deserve it.

3. If you take advantage of this one-time opportunity right now, we'll give you a \$5,000 FREE business-in-the-door credit. This is a real gift because it means more profit for you. Can you image any of the other sellers giving you FREE business?

4. Not sure why anyone would subject themselves, their business, family and employees to the cut throat tactics of the giant lead sellers. They obviously don't care about you, but it seems they have a strong hold on you. How and why?

5. If you don't break the stranglehold the lead selling behemoths have on you now... you may never get another chance like this. It's a chance to break the chain once and for all.

6. By not taking advantage of this incredible opportunity now, you'll likely miss the chance to not only grow your business, but to better the lives of your family and employees. These people depend on you to make sound business decisions.

7. Once this opportunity flies by, it'll likely never be available again. That's just the way it is because of what it is. It's an exclusive offer, so there can't be more than one in your service area.

8. Missing out on this awesome opportunity is like deciding that paying for leads, often bogus leads that are also sold to your competitors and fighting for credits is a perfectly good idea and a great way to do business.