

Are You A Sales "One Trick Pony?"

Is your sales mantra "find a need and fill it?" Is your training, and sales operation built around the Consultative Needs/Benefit approach? That's a very limiting One Trick Pony!

*He's a one trick pony
One trick is all that horse can do
He does one trick only
It's the principal source of his revenue*

*He's just a one trick pony (that's all he is)
But he turns that trick with pride*

*He's a one trick pony
He either fails or he succeeds*

*He's got one trick to last a lifetime
But that's all a pony needs*

*Paul Simon from the soundtrack to the movie
"One Trick Pony"*

One trick may be all a pony needs, but why severely limit sales success with just a single approach? Needs/Benefit selling activates only a small part of just one of the 7 internal triggers buyers depend upon to make a buying decision.

For 2,500 years we thought we knew how to persuade others to say "YES." We had it wrong. Only in the last few years has science been able to watch brain function in real time, to learn how our brains really react to external stimuli, including requests for decisions and

actions. The new scientific discoveries are spellbinding. By seeing live, in real time, the blood, oxygen and neuron flows in the brain, we finally learned that each of us has an internal guidance system that helps us quickly, automatically trigger the right response to stimuli. We have documented the 7 triggers we universally employ to activate our own, and other's, internal guidance systems. They are *The 7 Triggers to YES*.

The secret to sales success is to know which triggers are universally employed by others to facilitate their decisions. We have identified those triggers. After the 7 triggers are learned, the next step is to determine which triggers your client or prospect will employ to make a decision. We provide a process for that determination.



Next, we provide a system for framing a presentation to employ the best, most applicable triggers for each specific client or prospect. And finally, we provide the information required to easily execute the process.

This is a scientifically documented, multi pronged way to capitalize on the many ways buyers trigger a YES! decision. No longer must a sales rep rely on just one hit or miss approach to getting to YES! No longer will successful sales people rely on a One Trick Pony. With *The 7 Triggers To YES*, sales people will multiply their results dramatically.