



## Selling Outside the Square: Creative Ideas to Help You Make More Sales

By Bob Boog

T H S International, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Many books on selling offer the same advice: set realistic goals, work hard and do the right thing. Other books are more motivational and some just have the words rich or millionaire in them. In Selling Outside the Square, author Bob Boog asked himself this question: What causes a customer to want to buy something in the first place? While looking for the answer to that question, he discovered that researchers believe that most people use 12 powerful psychological triggers as a shortcut to making a buying decision. These triggers help us on a psychological level but could they also be exploited by a shrewd salesperson to enable him or her to better sell more products? In this interesting book, Boog identifies the current, largest buying population in America and Europe and unlocks their inner thoughts and core beliefs. He then describes how to utilize the 12 psychological triggers to sell to them and adds more than 12 additional field-tested marketing tips. There is also an interesting and informative chapter on creative problem solving. Entertaining,...



### Reviews

*These sorts of pdf is the greatest publication readily available. It can be rally intriguing throug looking at time. You can expect to like how the blogger publish this book.*

-- Prof. Eric Kovalis II

*Comprehensive information for publication enthusiasts. I could possibly comprehended every little thing using this composed e pdf You can expect to like the way the article writer create this pdf.*

-- Abby Kozey IV