

# Behavioral Sales Lunch-and-Learn

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Moving from scientific discovery to practical methodology almost always involves overcoming obstacles and combining knowledge from various fields. People work on these methodologies because they provide valuable solutions. This is as true in physics, chemistry and biology as it is in neuroscience.

By combining a set of findings from behavioral economics, neuroscience, and psychology, we've developed two methodologies that greatly improve your odds of completing a sale. These two methodologies have been out in the marketplace for a handful of years now, proving their effectiveness. Let's take a closer look at each of them:

**Methodology #1.** We've combined insights around priming, anchoring, psychology of pleasant surprise, and the affect of a specific Counterfactual Hypothetical question, to enable a prospect to emotionally absorb and rationally endorse the benefits of your product or service. This method works on the two levels:

First, it boosts the emotional component of the sale which is what motivates the decision. Second, it delivers the logical reason, which informs the buyer's rationale. If you have something valuable to sell, this honest approach will significantly increase the likelihood of your prospect embracing your solution. It takes a little work to construct, but is amazingly effective.

**Methodology #2.** We add icing by employing a powerful driver of relationship building. In most sales situations, a good personal relationship is crucial to success. This methodology combines a discovery by a Nobel Laureate in Economics with an insight from a well-known newswoman to ask a question of our prospect that has an almost magical effect of forging a personal relationship.

Beginning seven years ago, we wanted to test these methodologies in environments where the sale was very important to the salesperson, where the prospect was in complete control of the sales call, and where the purchase would be consequential to the seller, the buyer, and the buyer's organization.

In the *Behavioral Sales Lunch-and-Learn* we will reveal how hundreds of sellers have found success using these two new methodologies over the past seven years. We've shown that the methodologies work for both highly experienced sales people and novices.

## **BIO**

Bill Burnett is an experienced international executive who has worked with local teams in over 65 countries. He is an avid student of human nature, neuroscience,

and behavioral economics and has written four books that apply these insights to improve business outcomes. He has developed and is currently implementing a business operating methodology that leverages these insights for manufacturing companies. Manufacturers operate in a complex environment that demands high coordination, where skills in problem solving, innovation, and people management play a deciding role. Bill's *Manufacturing P.A.R. Excellence* methodology improves a company's ability to succeed and grow quickly.

Lunch-and-Learn: \$1,000 for up to 10 participants.

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