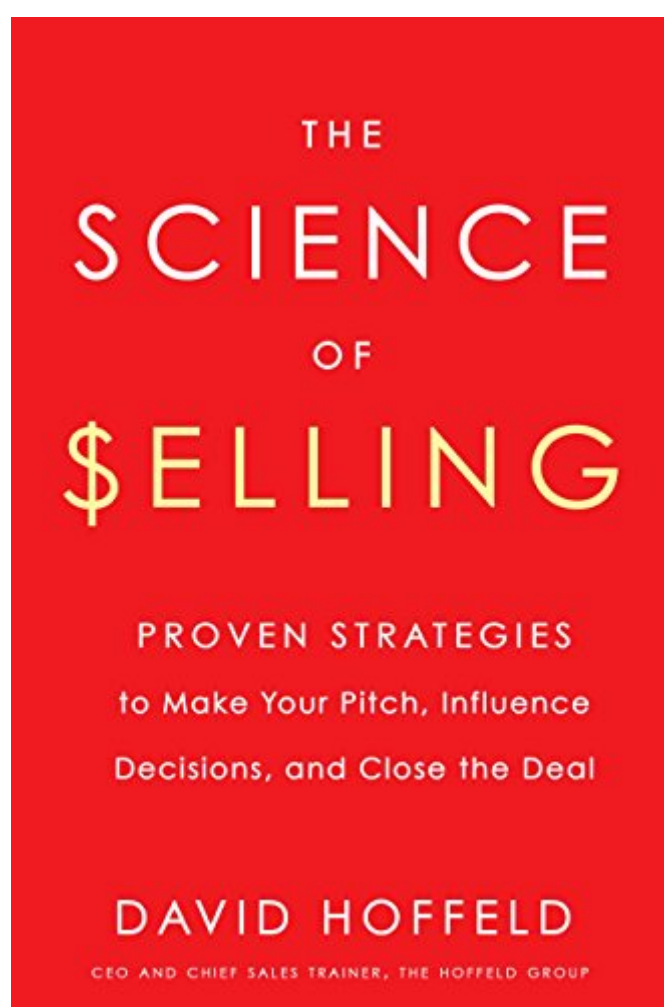


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# The Science Of Selling: Proven Strategies To Make Your Pitch, Influence Decisions, And Close The Deal



## Synopsis

The Revolutionary Sales Approach Scientifically Proven to Dramatically Improve Your Sales and Business Success Blending cutting-edge research in social psychology, neuroscience, and behavioral economics, *The Science of Selling* shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based approach connects the dots between science and situations salespeople and business leaders face every day to help you consistently succeed, including proven ways to:

- Engage buyers' emotions to increase their receptiveness to you and your ideas
- Ask questions that line up with how the brain discloses information
- Lock in the incremental commitments that lead to a sale
- Create positive influence and reduce the sway of competitors
- Discover the underlying causes of objections and neutralize them
- Guide buyers through the necessary mental steps to make purchasing decisions

Packed with advice and anecdotes, *The Science of Selling* is an essential resource for anyone looking to succeed in today's cutthroat selling environment, advance their business goals, or boost their ability to influence others. \*\*Named one of The 20 Most Highly-Rated Sales Books of All Time by HubSpot

## Book Information

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## Customer Reviews

The science of selling is a fantastic book which gives great clear evidence to how selling scientifically really works! It does an exceptional job at telling stories and giving advice from numerous professionals. The best part is that those stories and advice are there to back up the scientific claims made, making them so much more valuable. It's a great book for those entering sales or even in a rut wanting to figure out new more profitable techniques and this book gives a clear reasoning behind the art and timing of selling and the selling process. The only thing that may be added are exercises or ways to practice or even monitor progress with learning these new skills. Possibly showing how a person can tell if they are improving by defining how others are supposed to react or are not supposed to and showing where that lies on the scale of good selling. In all it's a great book for those starting in sales needing to learn or those who can sell and just want to know more but should try to target those confident in their sales too. Such as showing how to maintain that level of accomplishment without risking it all. I would absolutely suggest this book to any in sales or interested in them because even if one isn't in sales is so interesting to see how people naturally react to something that happens so much everyday.

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal" by David Hoffeld. Surveys show that nearly half of all salespeople fail to meet their quota every year. Why? Well, it could be related to some Harvard Business Review research indicating that 63% of the behaviors that salespeople exhibit actually drive down their performance. A big part of that is because the way most people sell is not aligned with how their customers make buying decisions. In "The Science of Selling" David Hoffeld draws on over 400 scientific studies that show how the human brain makes buying decisions. The science affirms that there is a gaping disconnect between how people sell and how humans make buying decisions. And to make matters worse, the way most salespeople are taught to sell is grounded in selling, not buying. To sell the way our brains make buying decisions, Hoffeld decodes the way buyers formulate buying decisions in a framework called "The Six

Whys.™

• These are six specific questions that represent the mental steps all potential customers go through when making a purchase decision. When salespeople structure their sales processes to answer and gain commitment to each of the Six Whys, they can guide potential customers through the buying process and into a positive decision. But, if a buyer rejects one or more of the Six Whys, it will cause his or her decision-making process to breakdown, which can grind the sale to a halt, usually in the form of an objection. In fact, Hoffeld shows how the root of all objections are found in one of the Six Whys. If you want to improve your sales, and make your customers' buying experience more pleasurable, you'll want to read "The Science of Selling." And to listen to an interview with David Hoffeld about The Science of Selling, visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com).

This book changed my brain. As a trader turned entrepreneur, I struggled mightily to understand and execute a sales process. This book clarified everything I had learned in my career to focus me on closing sales. While the book doesn't substitute 20 years of business experience or magically provide a quality product, it delivers a simple and robust path to a closed sale. We revamped our sales process after reading the book, and quadrupled sales in 6 months. This book sits of my desk as a reference tool and it yields knowledge as that process evolves. Buy it, read it and adjust.

Thanks David!

David has written a book that is backed by science. This is a must have if you are in any position of communication and want to achieve the success you have been looking for. Thanks for all the research David and I am sure millions of sales people that use it also appreciate it. The ONLY & LAST sales book you will ever need

Spot on!

What a pleasant surprise this book was. I had not heard of the author, but this came up based on previous buying habits as a recommended book and I was glad I scooped it up. Hoffeld breaks down the sales process in a manner no one before him has done. If your living depends on the conversion of a prospects to clients, grab this book now.

This is a lifetime of sales experience rolled into one terrific volume. The author has done all the hard work over several years to compile the scientific reasons behind successful sales strategies. In our

firm we are very strong believers in knowing the mind and process of the buyer in driving marketing and sales through the building of trust. This author is firmly in this camp and has a plethora of examples of how you can make this work to dramatically improve your selling. Not just another sales book, this is a must read for the sales manager and any sales person striving to be a high performer.

Great and long overdue book! The integration of psychological research and real-world examples is compelling. I am a social psychologist so I knew most of the research described in the book already, but Hoffeld takes the academic and makes it actionable. I especially liked the sections about the value of training and the use of questions. Readable, entertaining, and practical - an excellent resource (and not just for sales people!).

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