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The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal

David Hoffeld

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A groundbreaking method for increasing sales and business success using proven strategies backed by decades of research in social psychology, cognitive neuroscience, behavioral economics, and more.

The Science of Selling is the first book to apply proven, science-based methods to immediately improve sales performance and success. In this innovative, engaging guide, David Hoffeld draws on decades of scientific research in economics and brain and behavioral science to show business professionals not only which sales methods to use to achieve success, but why they work, including new information on:

·How to use clients' behaviors to inform your sales strategy
·What causes objections and how to neutralize them
·Creating an environment that inspires sales commitments
·Ways to ethically and effectively sell to a buyer's emotions
·Asking questions that prompt your audience to offer the information you need
·Strategies for using the brain's decision-making process to close a deal

Packed with advice and anecdotes, *The Science of Selling* is an essential resource for anyone looking to succeed in today's fiercely competitive selling environment.

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