

|          |                                                               |           |
|----------|---------------------------------------------------------------|-----------|
| <b>1</b> | <b>Our Philosophy of Selling</b>                              | <b>1</b>  |
| 1.1      | What You Should Know About This Book in Advance . . . . .     | 3         |
| 1.2      | The Role of Brain Research in This Book . . . . .             | 5         |
|          | References . . . . .                                          | 6         |
| <b>2</b> | <b>Successful Selling Is Successful Communication</b>         | <b>7</b>  |
| 2.1      | Customer Communication: A Brief Review . . . . .              | 7         |
| 2.2      | Brain Power in Conversation . . . . .                         | 9         |
|          | References . . . . .                                          | 11        |
| <b>3</b> | <b>Step 1: The First Impression Counts</b>                    | <b>13</b> |
| 3.1      | Everything Begins With the Eye . . . . .                      | 15        |
| 3.1.1    | Glances Can Hardly Be Controlled . . . . .                    | 18        |
| 3.1.2    | Research Findings . . . . .                                   | 19        |
| 3.1.3    | Excursus: Intuition . . . . .                                 | 20        |
| 3.2      | Requirements for a Good First Impression . . . . .            | 21        |
| 3.2.1    | Prepare Yourself Emotionally . . . . .                        | 23        |
| 3.2.2    | Achieving Cognitive Ease . . . . .                            | 25        |
|          | References . . . . .                                          | 26        |
| <b>4</b> | <b>Step 2: Assess Customers</b>                               | <b>29</b> |
| 4.1      | Motivation Typology Is Brain-Based . . . . .                  | 31        |
| 4.2      | The Map of Motivation Is Created . . . . .                    | 32        |
| 4.3      | What Makes My Counterpart Tick? A Navigation System . . . . . | 35        |
| 4.4      | Motivation Typology . . . . .                                 | 38        |
| 4.4.1    | The “Reds”: Extroverted and Task-Oriented . . . . .           | 38        |
| 4.4.2    | The “Yellows”: Extroverted and People-Oriented . . . . .      | 41        |
| 4.4.3    | The “Greens”: Introverted and People-Oriented . . . . .       | 41        |
| 4.4.4    | The “Blues”: Introverted and Task-Oriented . . . . .          | 42        |
|          | References . . . . .                                          | 44        |

|          |                                             |           |
|----------|---------------------------------------------|-----------|
| <b>5</b> | <b>Step 3: Synchronize and Connect</b>      | <b>45</b> |
| 5.1      | Teamwork: Brain-to-brain Synchrony          | 46        |
| 5.2      | Home of Synchronicity                       | 47        |
| 5.3      | Concentration Requires Mindpower            | 48        |
| 5.4      | Concentration is Also a Question of Age     | 49        |
| 5.5      | The Cocktail Party Phenomenon               | 51        |
| 5.6      | Active Listening Synchronizes Brains        | 52        |
| 5.7      | Synchronization Can Be Learned              | 54        |
| 5.8      | Five Steps to Focus on the Conversation     | 57        |
| 5.9      | Make a Prepared First Impression            | 59        |
|          | References                                  | 60        |
| <b>6</b> | <b>Step 4: Gain Trust</b>                   | <b>61</b> |
| 6.1      | The Sales Success Spiral                    | 62        |
| 6.1.1    | Appreciation                                | 63        |
| 6.1.2    | Speech Portion                              | 64        |
| 6.1.3    | Positive Mood                               | 67        |
| 6.1.4    | Don't Be Afraid to Say No!                  | 67        |
| 6.1.5    | The Yes Loop was Yesterday                  | 69        |
| 6.2      | The Mirror Technique: Creating Empathy      | 71        |
| 6.2.1    | Why Is Mirroring So Rarely Used?            | 75        |
| 6.2.2    | The Social Mirror                           | 75        |
| 6.2.3    | Questioning Technique                       | 75        |
|          | References                                  | 76        |
| <b>7</b> | <b>Step 5: Create Solutions</b>             | <b>77</b> |
| 7.1      | Tracking Creativity                         | 79        |
| 7.1.1    | Creativity in Communicating                 | 80        |
| 7.1.2    | Creativity Arises En Passant                | 81        |
| 7.2      | Using the DMN for Targeted Discussions      | 82        |
| 7.3      | Priming: Using the Power of Imagination     | 84        |
| 7.4      | Framing: Formulating Information Ideally    | 84        |
| 7.5      | Securing Creative Thoughts in Conversations | 86        |
|          | References                                  | 87        |
| <b>8</b> | <b>Step 6: Argue Appropriately</b>          | <b>89</b> |
| 8.1      | The Four Positions in Sales                 | 89        |
| 8.2      | Benefit Arguments and Price                 | 92        |
| 8.2.1    | What Makes the Difference?                  | 92        |
| 8.2.2    | The Price-performance Ratio                 | 93        |
| 8.2.3    | Honesty Is the Best Policy                  | 95        |
| 8.3      | Objectives of the Interview                 | 95        |
| 8.4      | Would You Buy from Yourself?                | 96        |

---

|          |                                                                |            |
|----------|----------------------------------------------------------------|------------|
| 8.5      | The “Benefit Model”                                            | 97         |
| 8.5.1    | The Manifestations of Utility.                                 | 100        |
| 8.5.2    | Planning and Noting Down Chains of Arguments.                  | 103        |
| 8.6      | Objection Handling Faultless.                                  | 106        |
| 8.6.1    | Unsuitable Objection Treatments.                               | 107        |
| 8.6.2    | The Appropriate Objection Treatment.                           | 107        |
| 8.7      | Arguing Emotionally                                            | 110        |
| 8.7.1    | The Red Customer                                               | 112        |
| 8.7.2    | The Yellow Customer.                                           | 113        |
| 8.7.3    | The Blue Customer                                              | 115        |
| 8.7.4    | The Green Customer                                             | 116        |
|          | Reference                                                      | 119        |
| <b>9</b> | <b>Step 7: Reward Each Other: and Let Customers Buy Easily</b> | <b>121</b> |
| 9.1      | Is It Worth It?                                                | 122        |
| 9.2      | The Reward System                                              | 123        |
| 9.3      | Using Anticipation in a Targeted Way                           | 125        |
| 9.4      | Watching the Pupils                                            | 126        |
| 9.5      | And Just Let them Buy                                          | 127        |
|          | References.                                                    | 129        |
|          | <b>Appendix A: Afterword</b>                                   | <b>131</b> |