



PREMIUM
BUSINESS CONSULTING GROUP

بهترین راه پیشنهاد فروش
در مناسب ترین زمان





پریمیوم
گروه مشاورین کسب و کار

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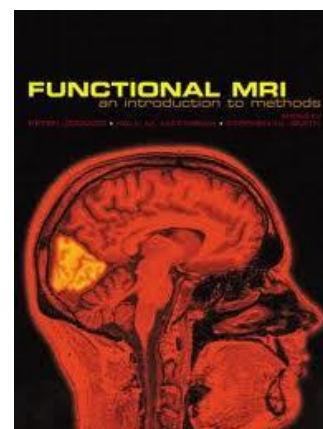
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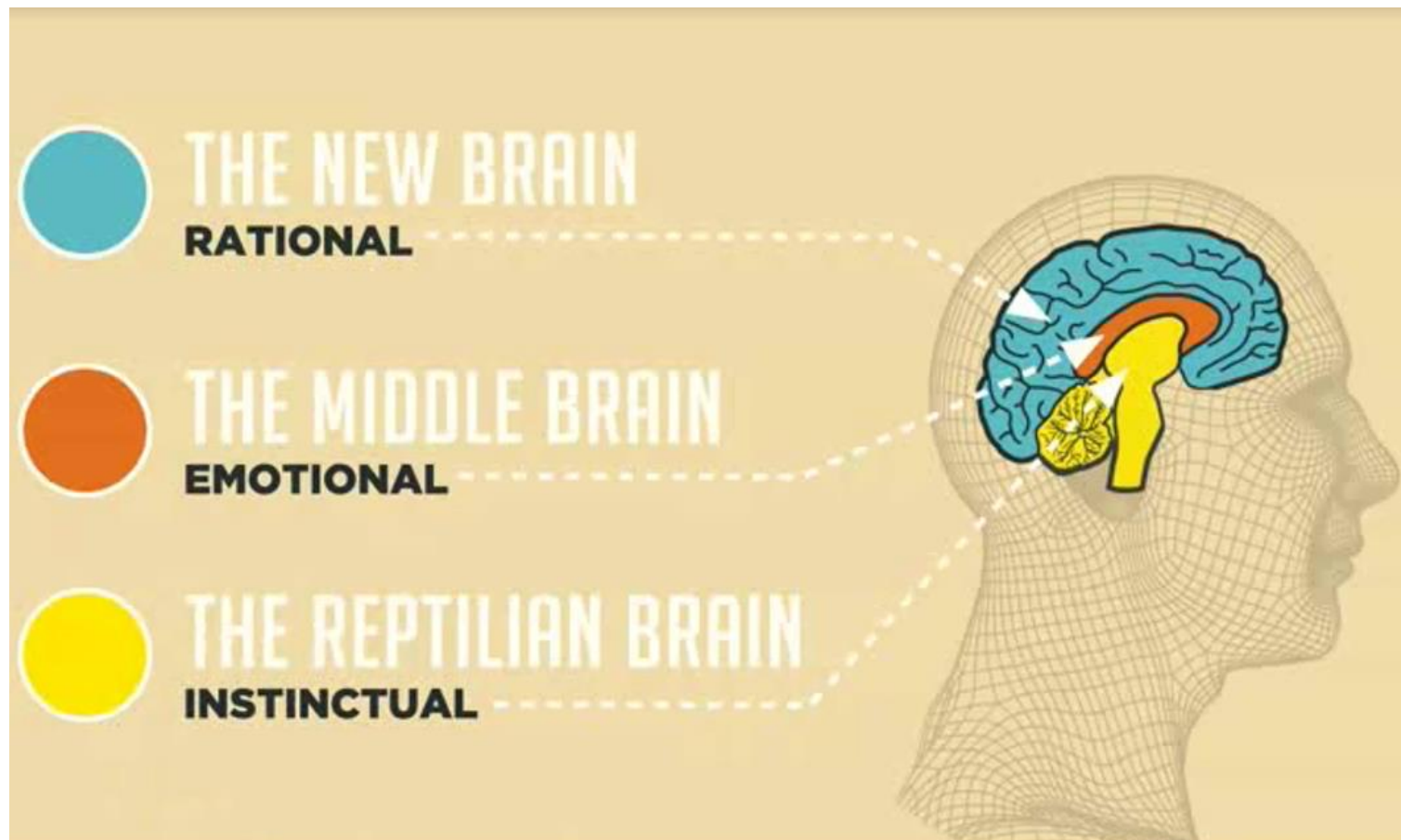


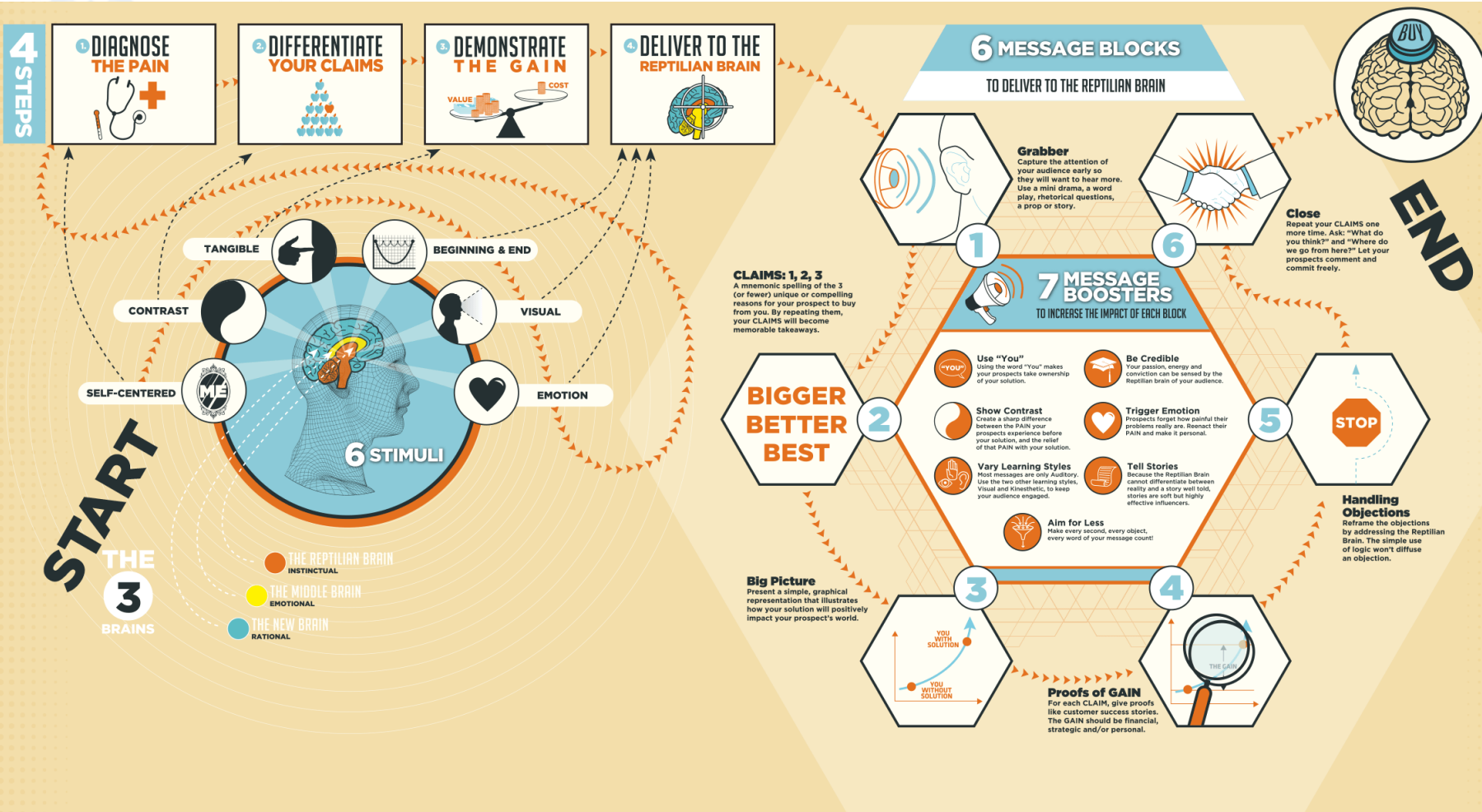
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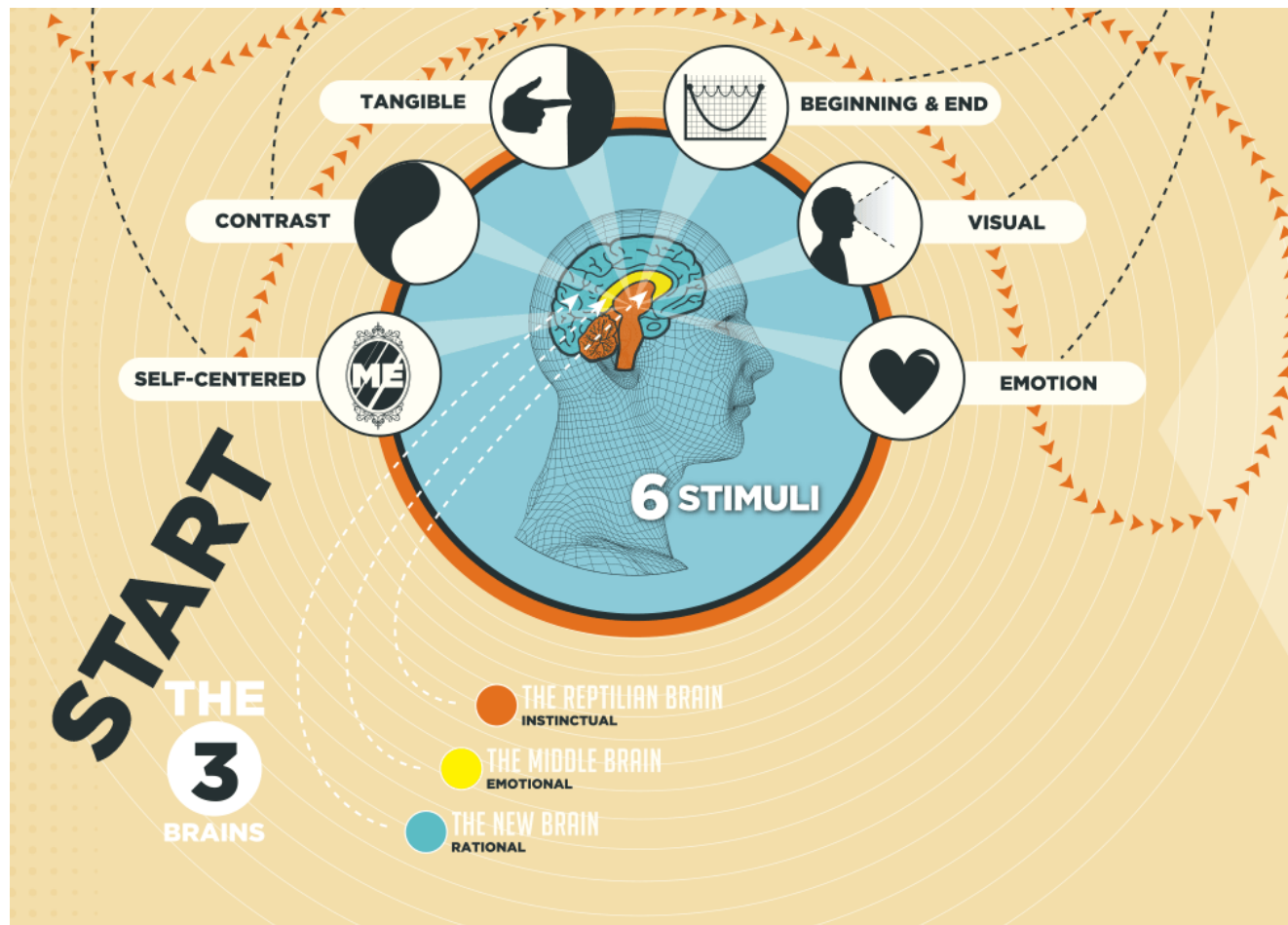


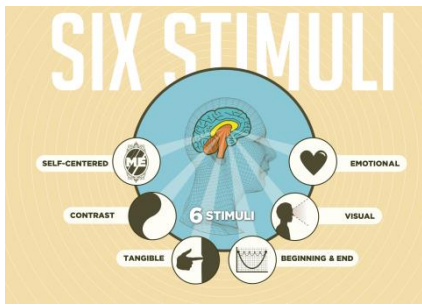
اگر بدانیم مغز انسان به چه چیزهایی بیشتر توجه می کند، می توانیم پیامهایتان را به گونه ای طراحی کنیم که برای مغز انسان جالب توجه و قابل دریافت باشد.





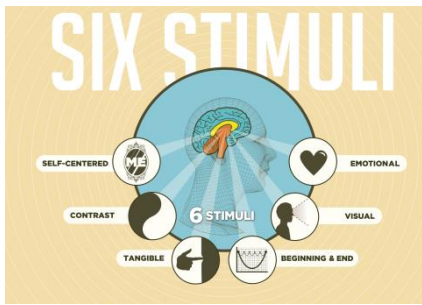




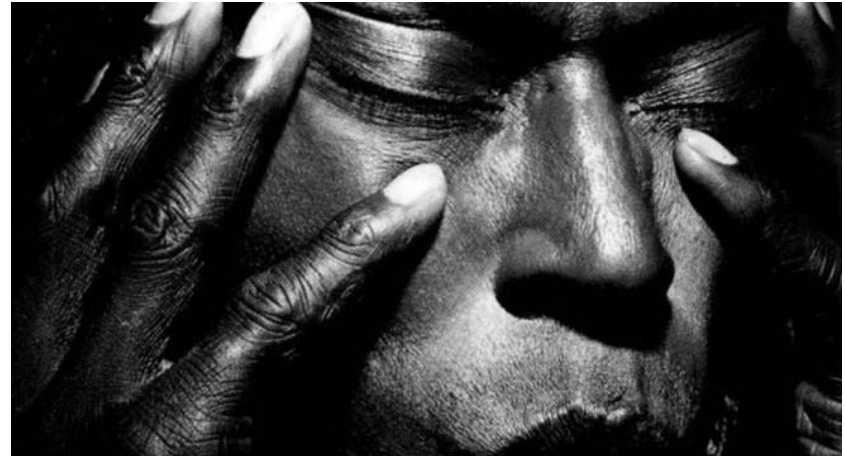


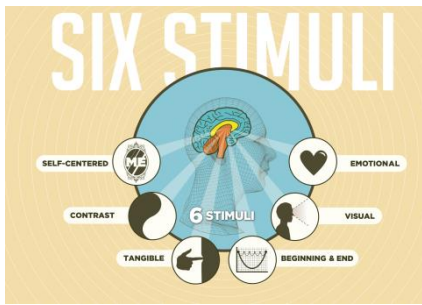
۱- شروع و پايان Beginning & end



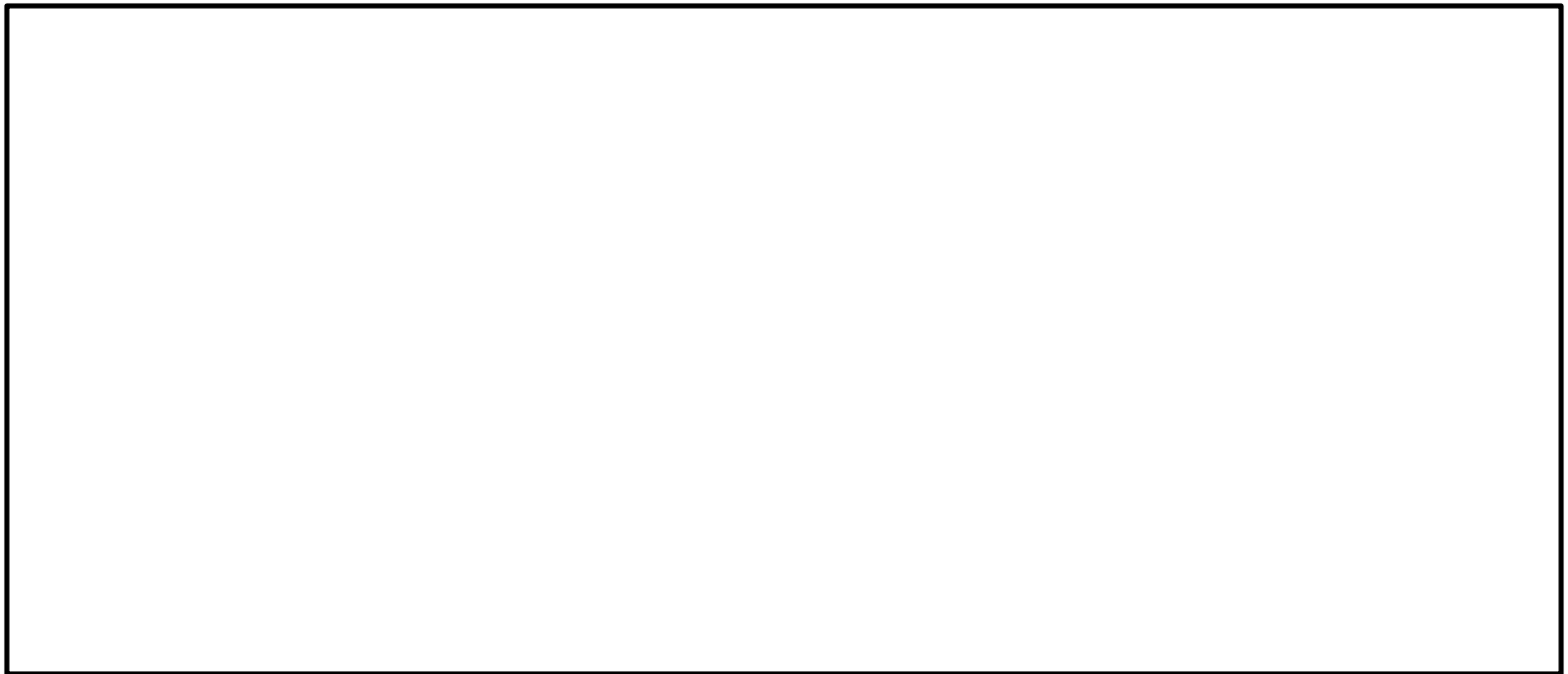


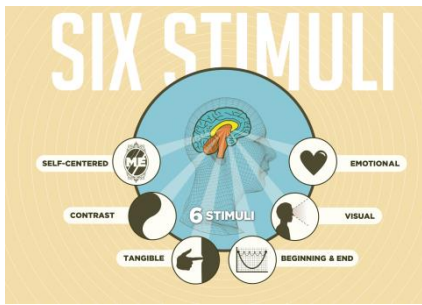
۲- تضاد Contrast



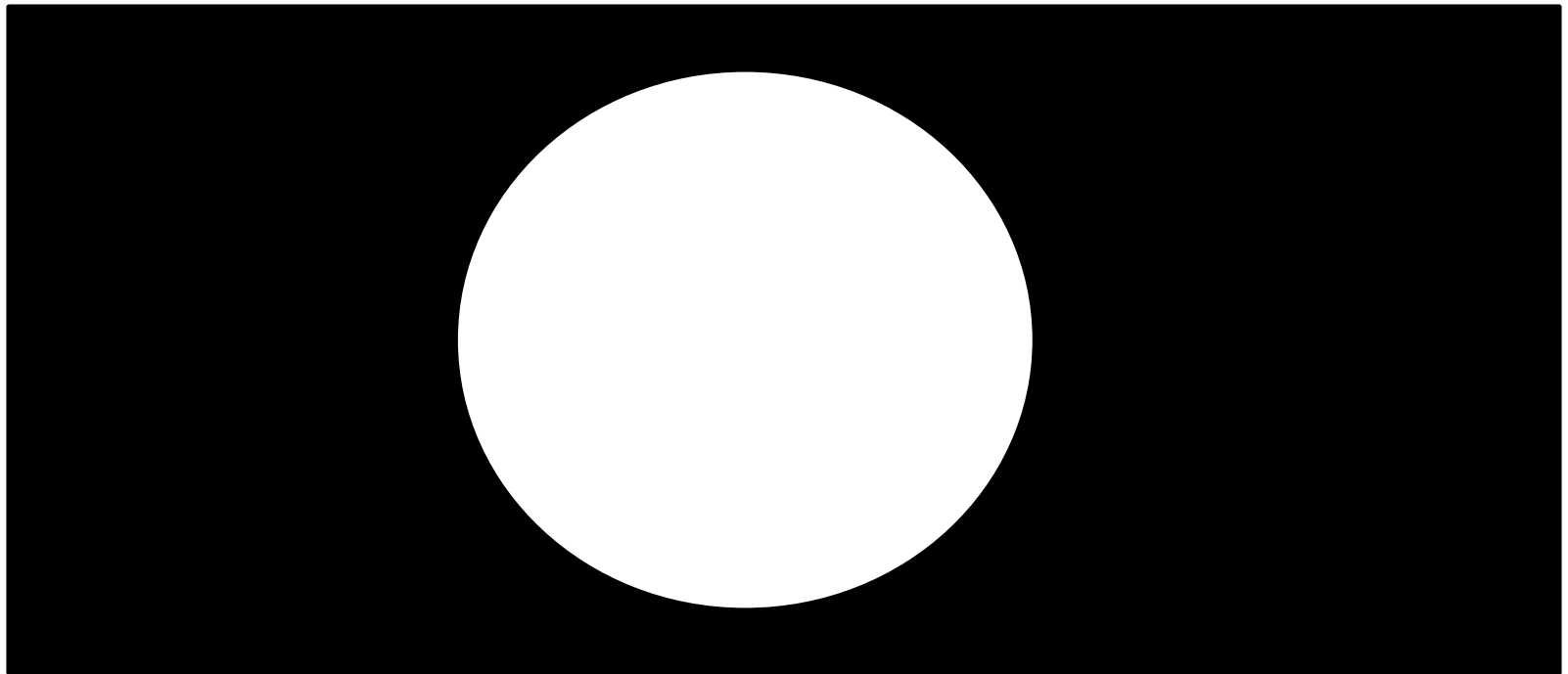


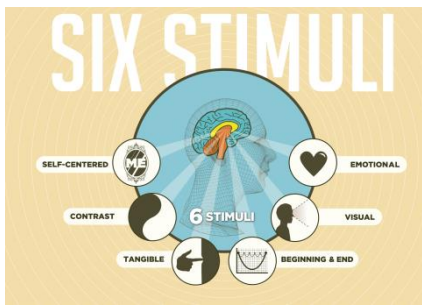
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Frame

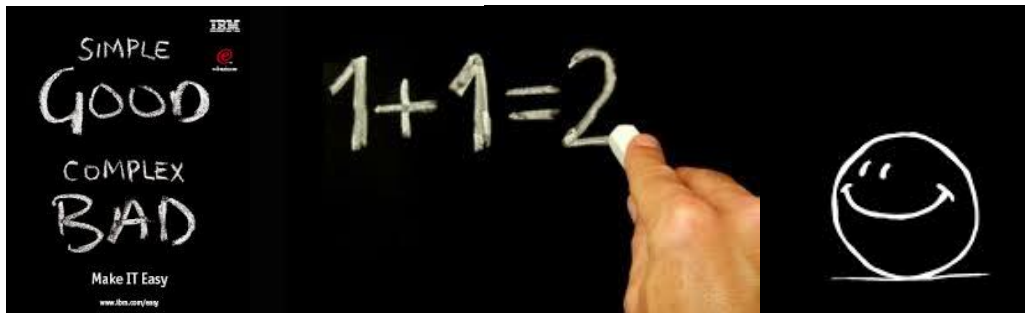




۳- داده های ساده Tangible



simple is beautiful.



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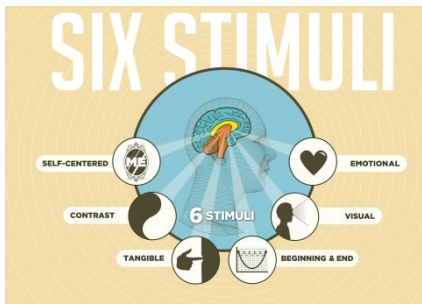
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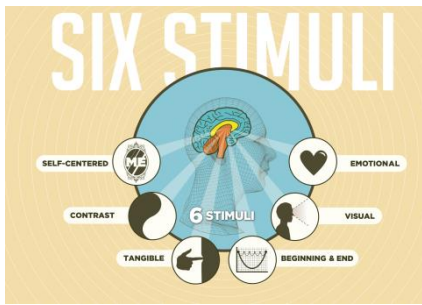
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۴- خود مرکز بینی Self centered





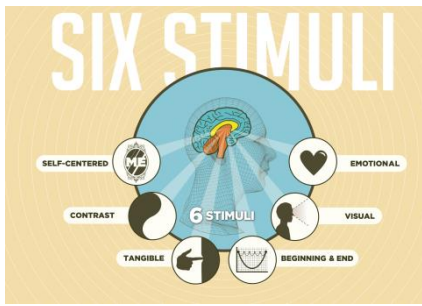
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گروه مشاورین کسب و کار

Emotion ۵- احساس





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گروه مشاورین کسب و کار

ارائه قیمت

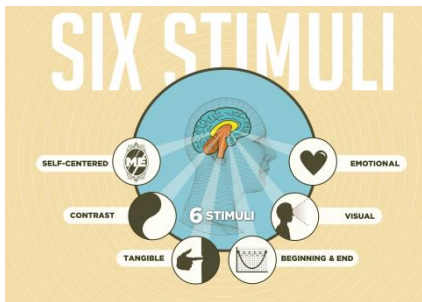
تاثیر قیمت بر کیفیت ذهنی



85%



61%



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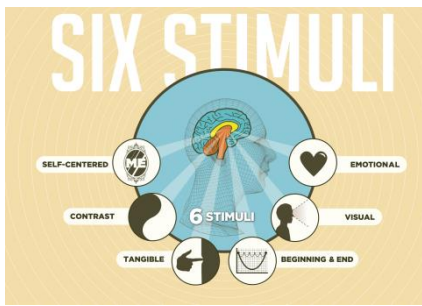
گروه مشاورین کسب و کار

۵- احساس Emotion

اولویت نمایش با گران ترین یا ارزان ترین

اگر محصولات یا خدمات شما دارای یک دامنه‌ی قیمتی است و چندین قیمت متفاوت را شامل می‌شود، همیشه اول گران‌ترین گزینه‌ها را نمایش دهید. با این کار در ذهن مشتری یک مرجع روانی برای مقایسه ایجاد می‌کنید که قیمت‌های بعدی را با آن مقایسه می‌کند. در نتیجه قیمت‌های بعدی نسبتاً معقول‌تر و مناسب‌تر به نظر می‌آیند.





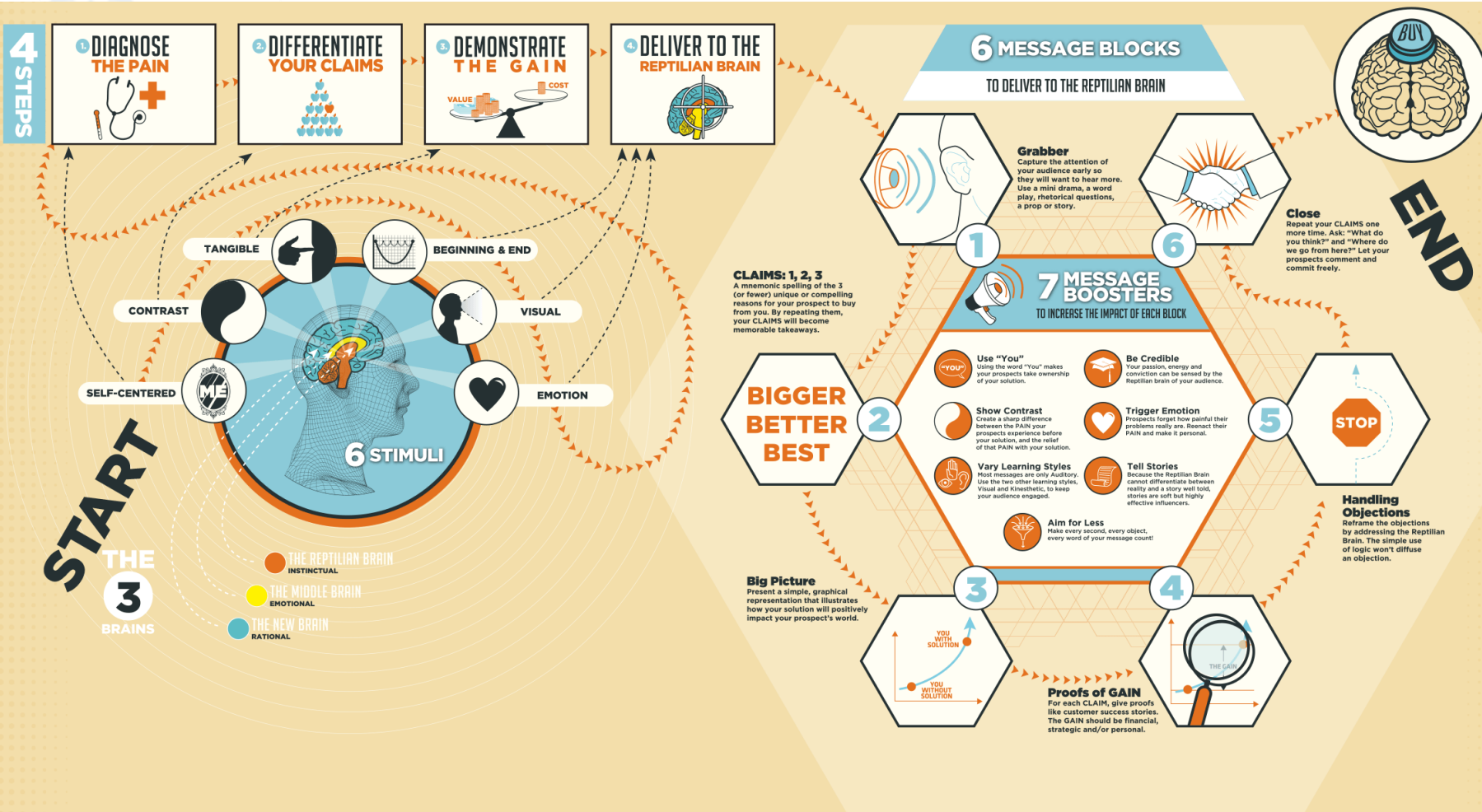
۶- محرکهای تصویری Visual

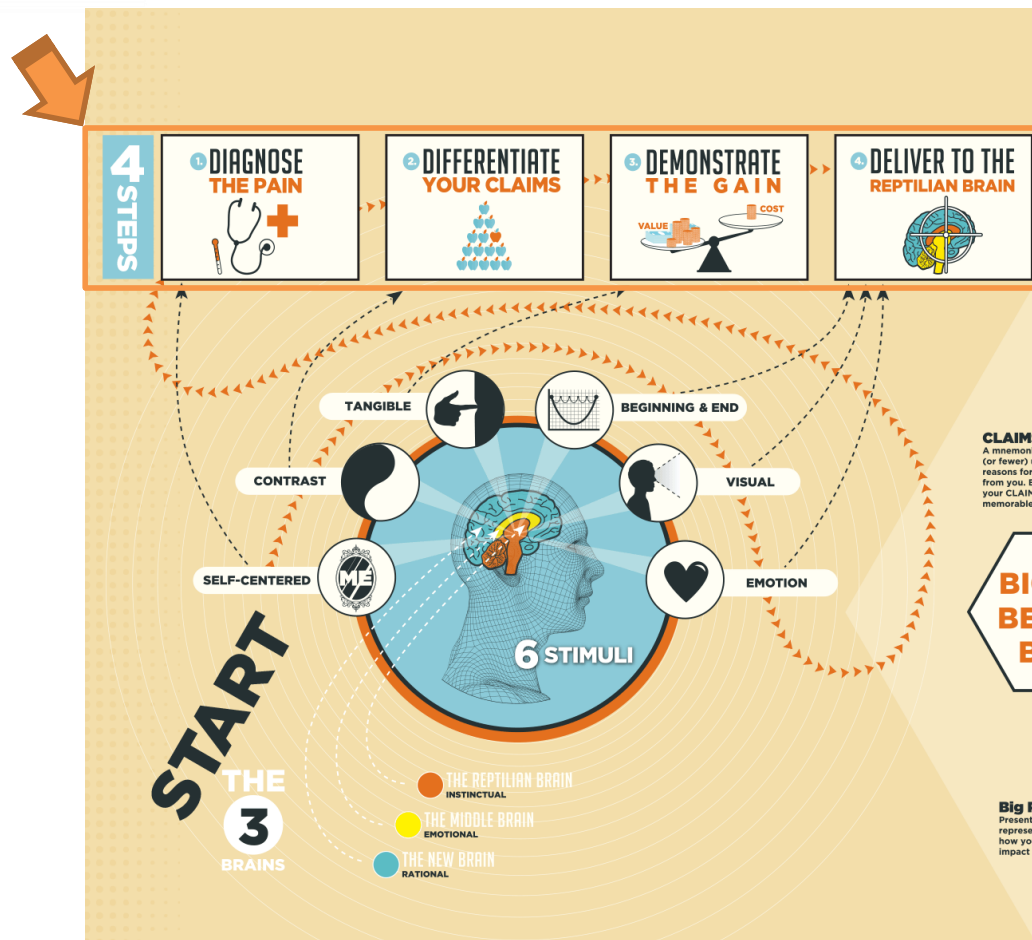


با بدنتان علاقه خود را نشان دهید

در طول مذاکره

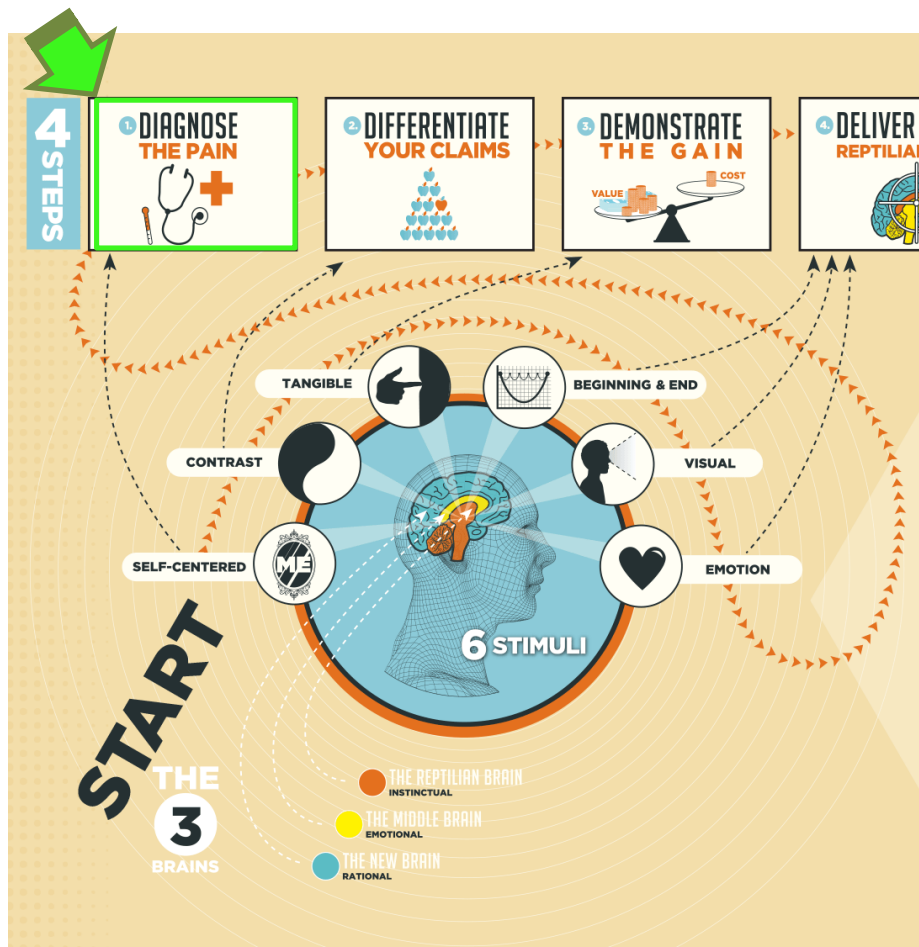




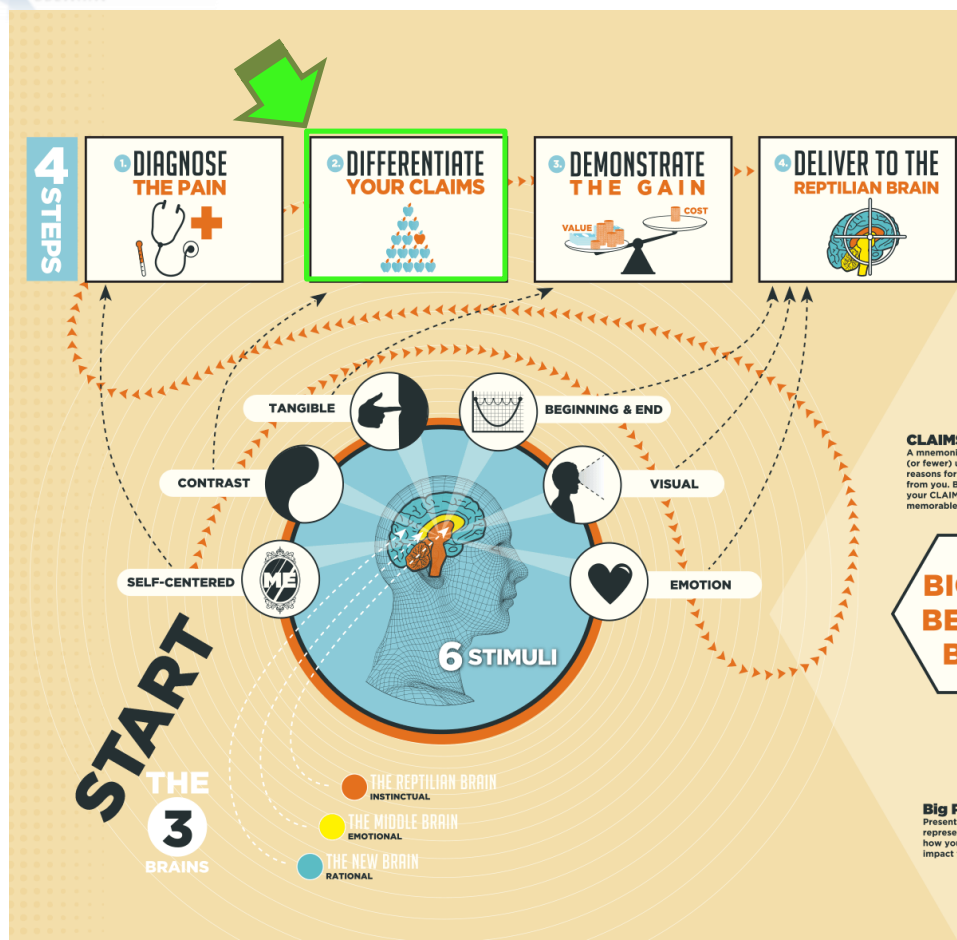


راههای ارتباط با مغز

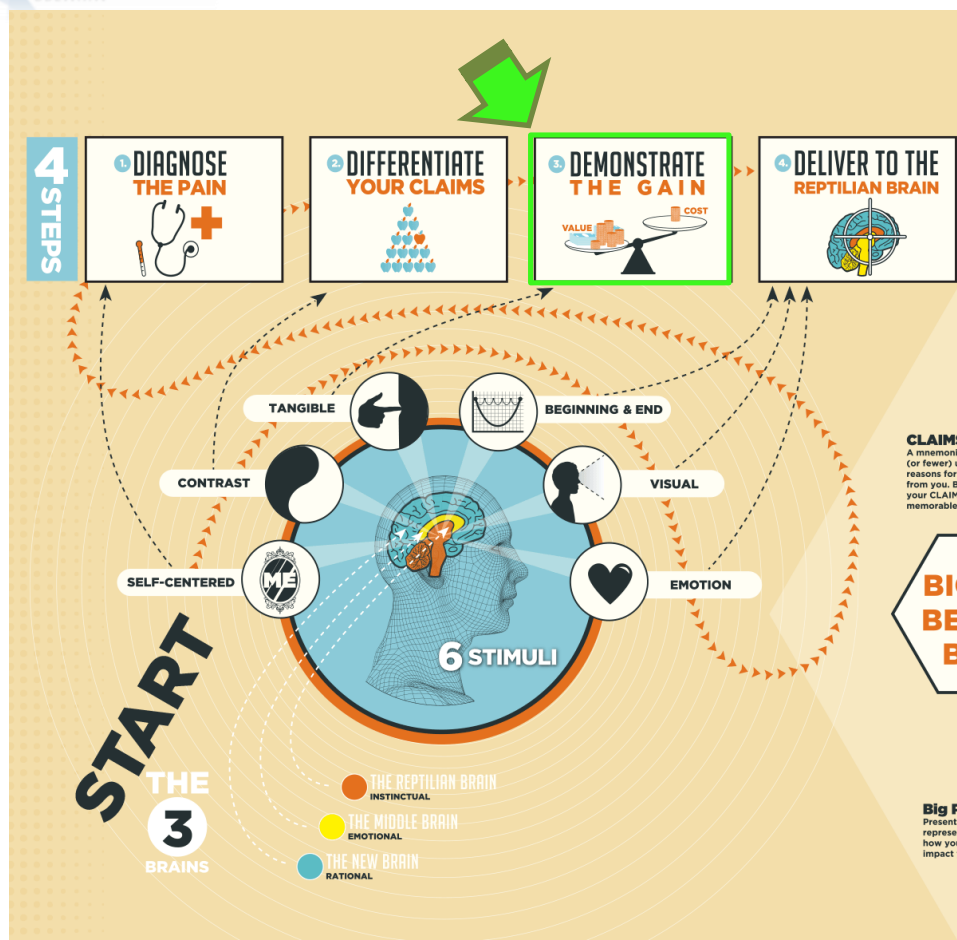
۱- تشخیص مشکل و
نیاز مشتری



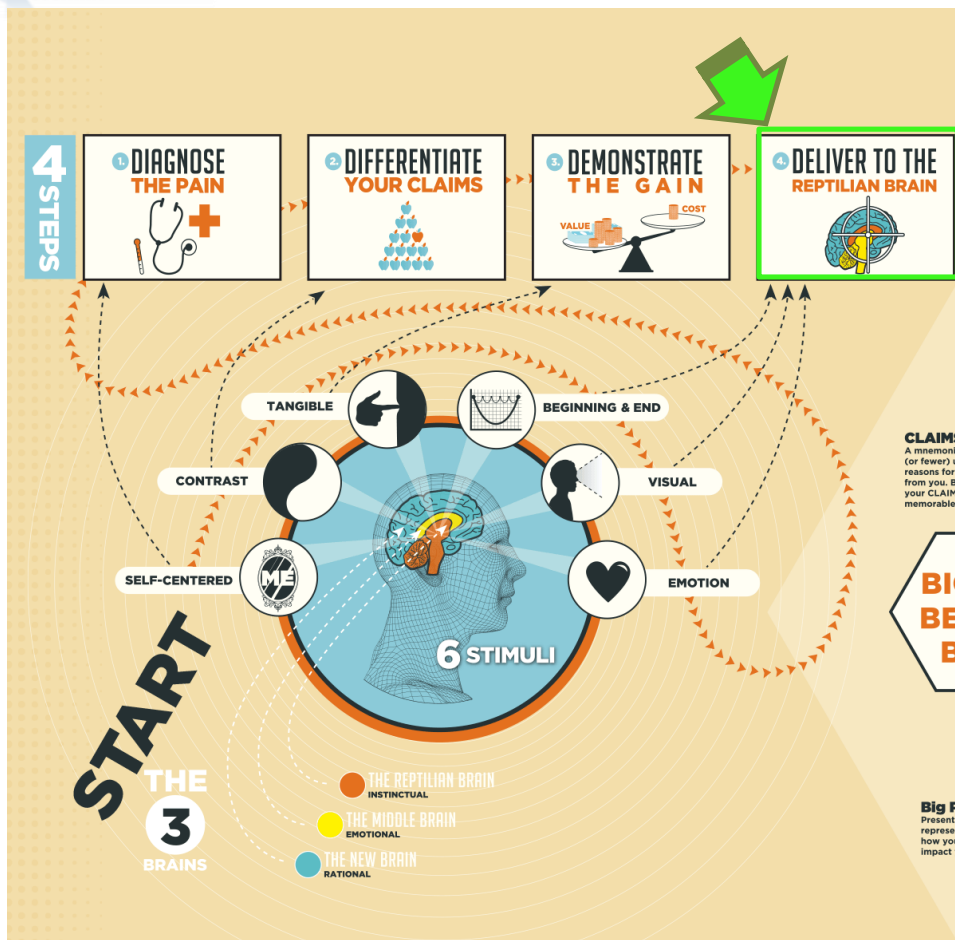
۲- متفاوت بیان کنید



۳- تاکید روی ارزشها



۴- با مغز قدیم ارتباط برقرار کنید

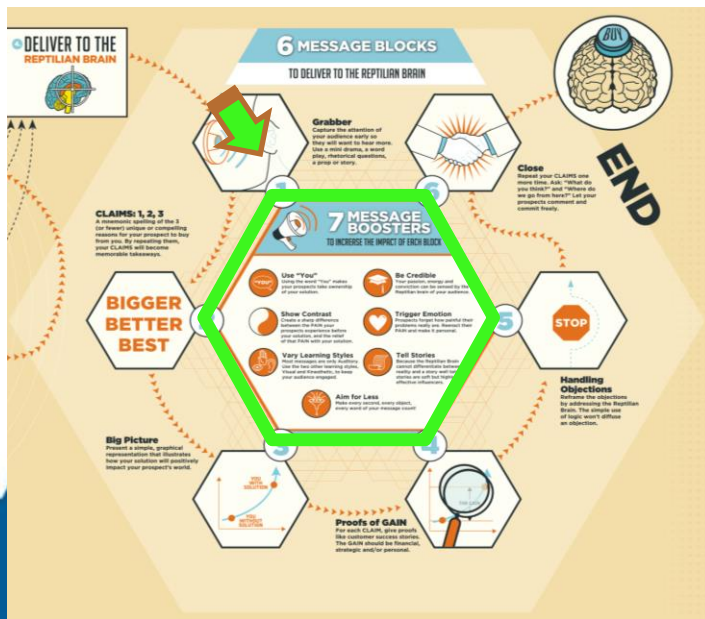






Use “You”

Using the word YOU makes your customers take ownership of your solutions. The Reptilian Brain is self-centered, so the best way you can help your prospects understand “what’s in it for them” is to use or say the word YOU. Your messages instantly become more personal and the customer will feel you are genuinely interested in helping solve their PAIN

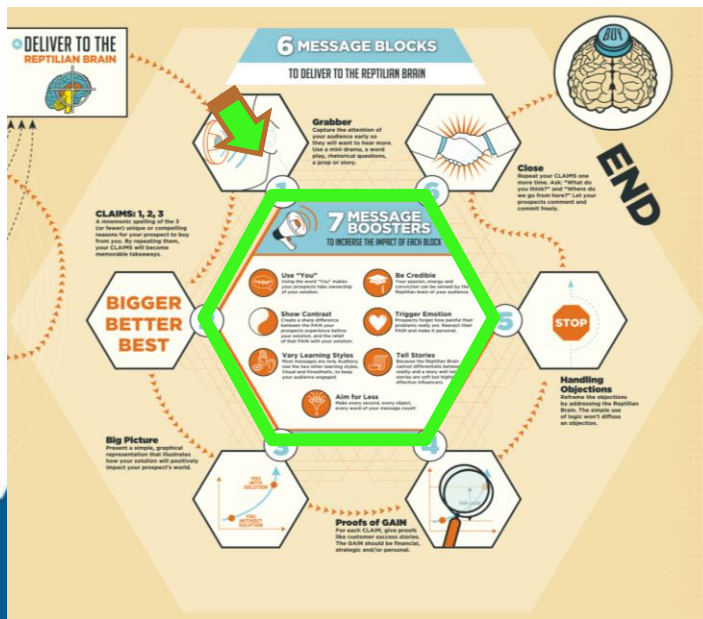






Be Credible

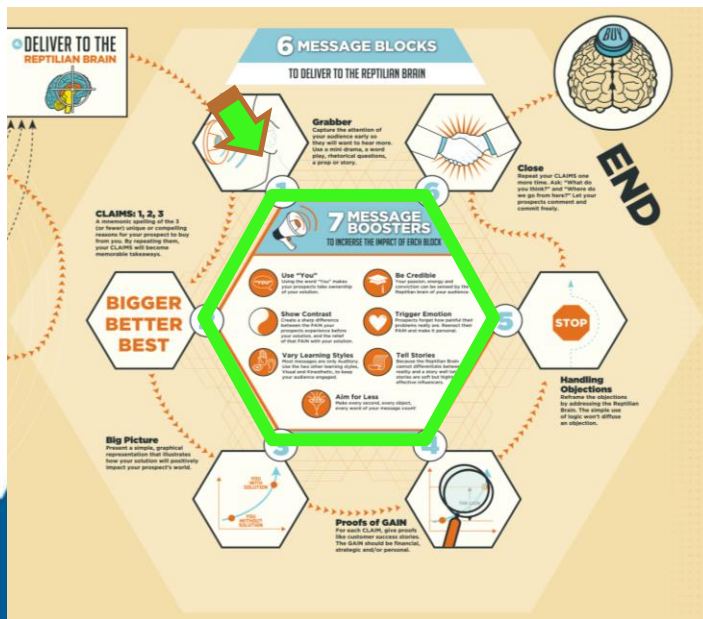
Your passion, energy and conviction can be sensed by the Reptilian Brain of your audience. impact by mastering the 7 credibility factors: Creativity, Respecting, Passion, Truth, Accessibility ,Understanding and supporter.





Show Contrast

When you create a sharp difference between the PAIN your customers experience before your solution, and the relief of the PAIN with your solution, you create more impact on the Reptilian Brain which helps it make a decision. In the absence of contrast, especially when customers have difficulty distinguishing between your solution and others, the decision making process often grinds to a halt

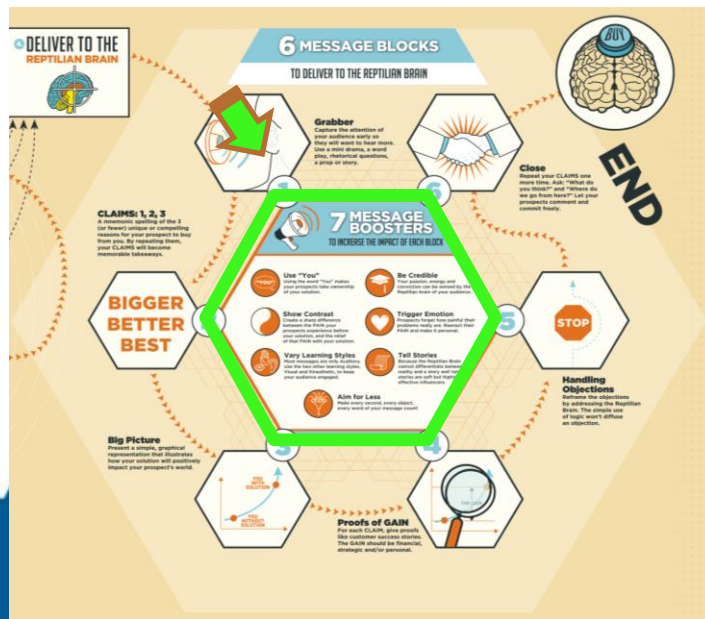






Trigger Emotion

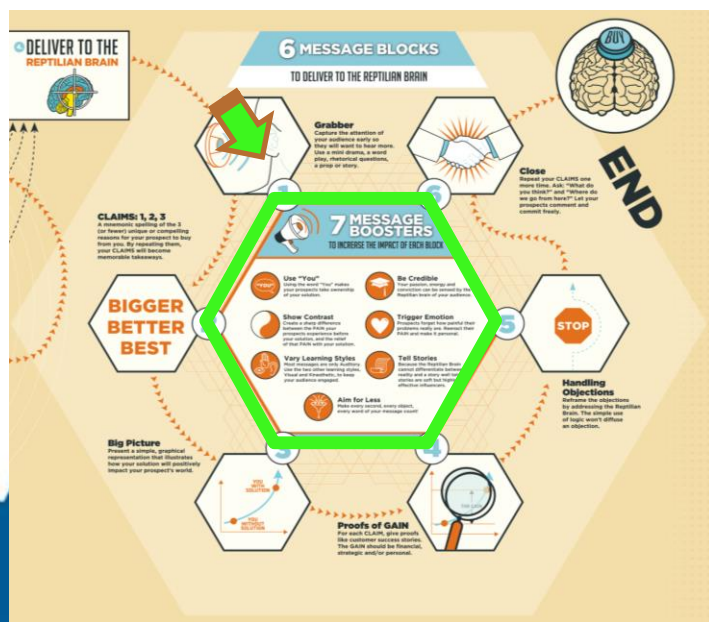
Customers often forget how painful their problems really are. Reenact their PAIN and make it personal. Strong emotions create a cocktail of hormones in the brain that act as a memory maker and as a decision trigger.





Vary Learning Styles

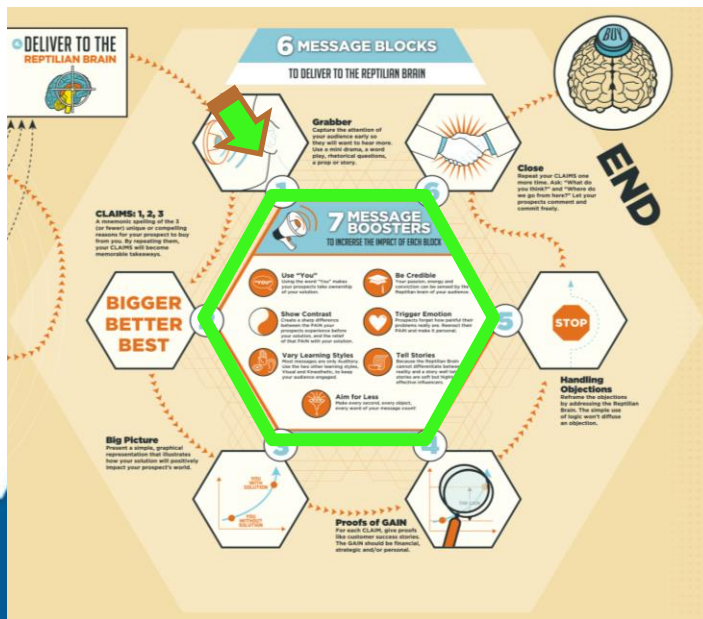
Most messages are only auditory. If you include the two other learning styles, Visual and Kinesthetic, you will keep your audience engaged. Varying learning styles keeps the Reptilian Brain attentive and gives every member of the audience an opportunity to receive information through the channel they are most comfortable with.





Tell Stories

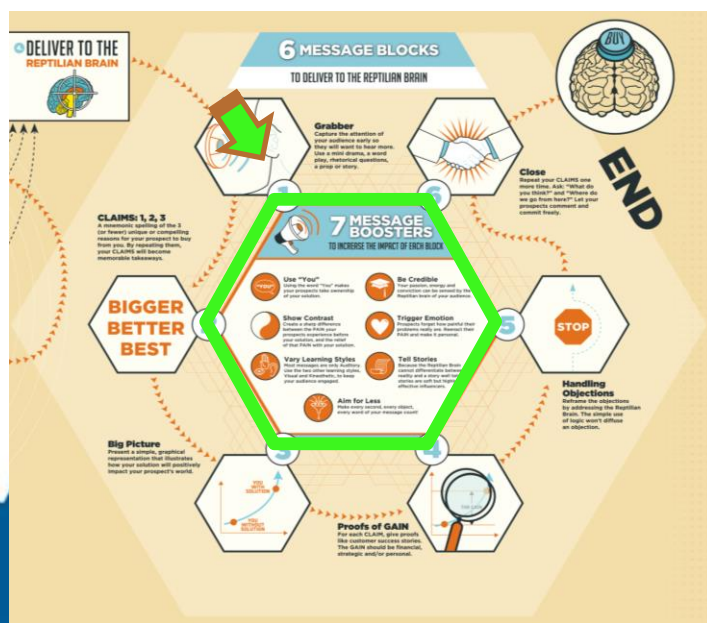
Because the Reptilian Brain cannot differentiate between reality and a story well told, stories are soft, but highly effective influencers. Good stories make a concept *visual* and *tangible*. A good story can make your presentation personal and generate powerful *emotions* in your audience.

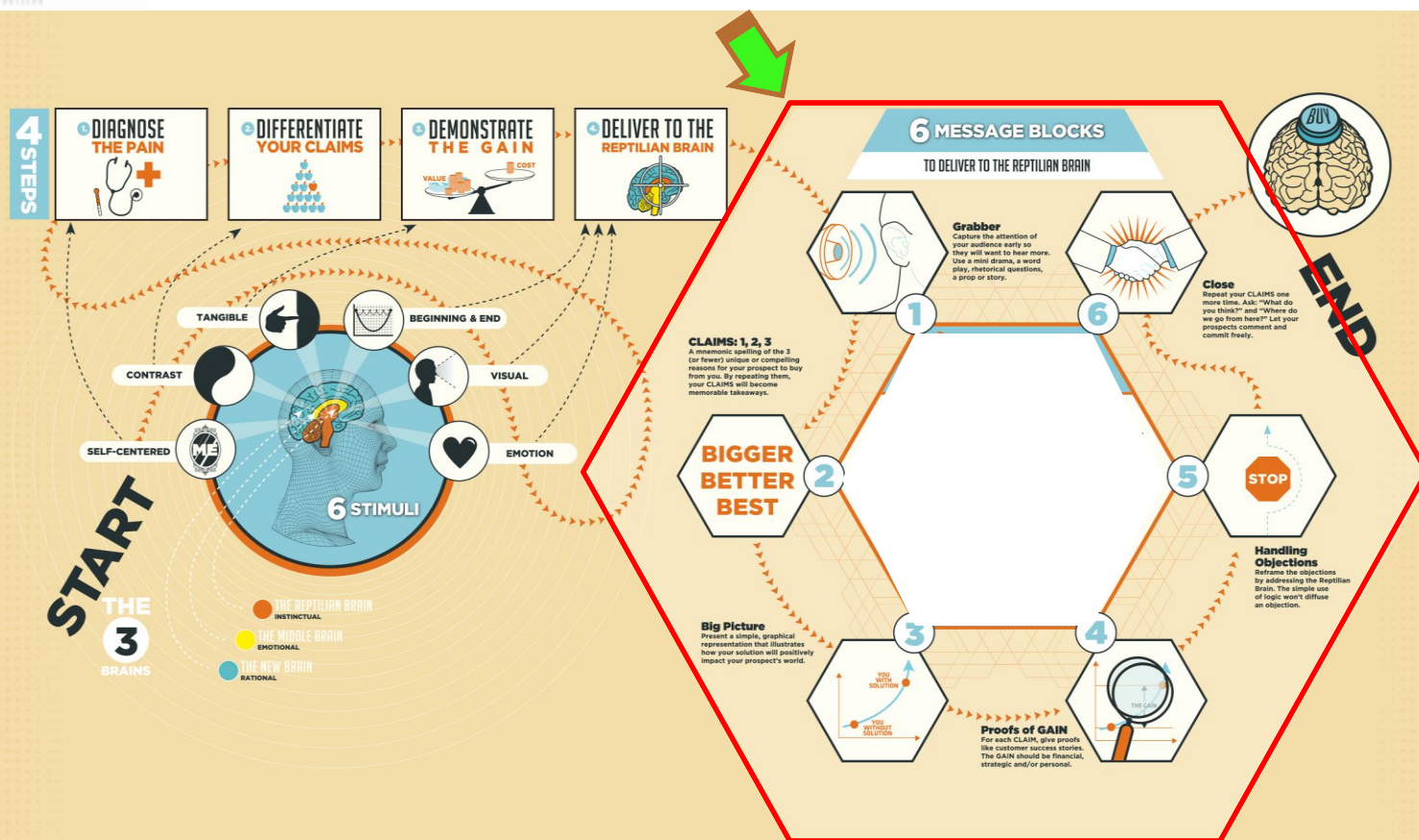




Aim for Less

Make every second, every object, every word of your message count. You must remove everything from your message that has no direct value to your customers. Moreover, customers will appreciate that your messages can be delivered in half the time, but with more impact!





چگونه یک پیغام قدرتمند با بیشترین تاثیر را بر مغز قدیم بسازیم؟ ۶ مرحله ساخت پیام

1. The Grabber

Engaging Stimuli: *Beginning and End*

دوست دارید در اولین برخورد چه تصویری از شما داشته باشند.





2. Claims: 1, 2, 3

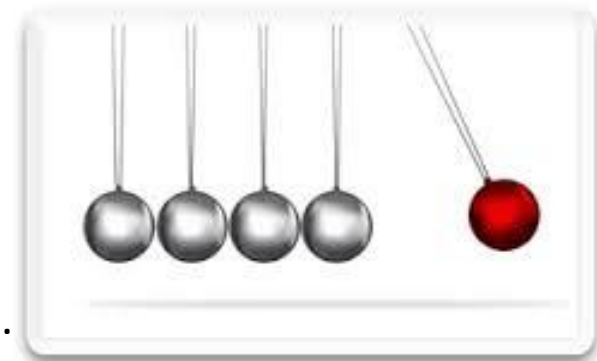
Engaging Stimulus: *Contrast*

یک پیام مشخص، متفاوت و مرتبط ایجاد کنید. برای تست مرتبط بودن پیام خود آن را با top بسنجید

Therapeutic (solve the PAINS of your customer),

Original (differentiate you from your competition)

Provable (satisfy the Reptilian Brain's need for tangible input).

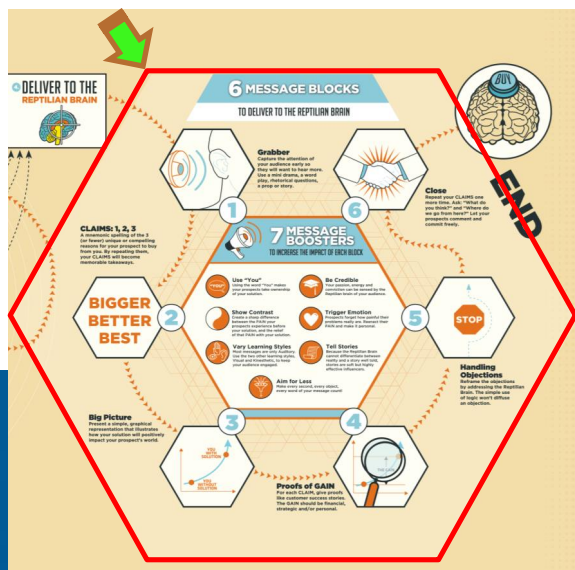




3. Big Picture

Engaging stimulus: *Visual*

An enormous body of scientific research has proven that the Reptilian Brain registers images long before the New Brain can recognize or analyze them. A picture is indeed worth a thousand words when it comes to delivering messages with impact. The Big Picture is a visual representation of your offering that needs little or no words to convey the value you bring to your customers. Another format that you can use is the Contrasted Big Picture where the first picture shows the PAIN of your customer without benefit of your solution and the second illustrates the relief of PAIN through the use of your solution. This format further engages the Reptilian Brain through the use of the *Contrast* stimulus.

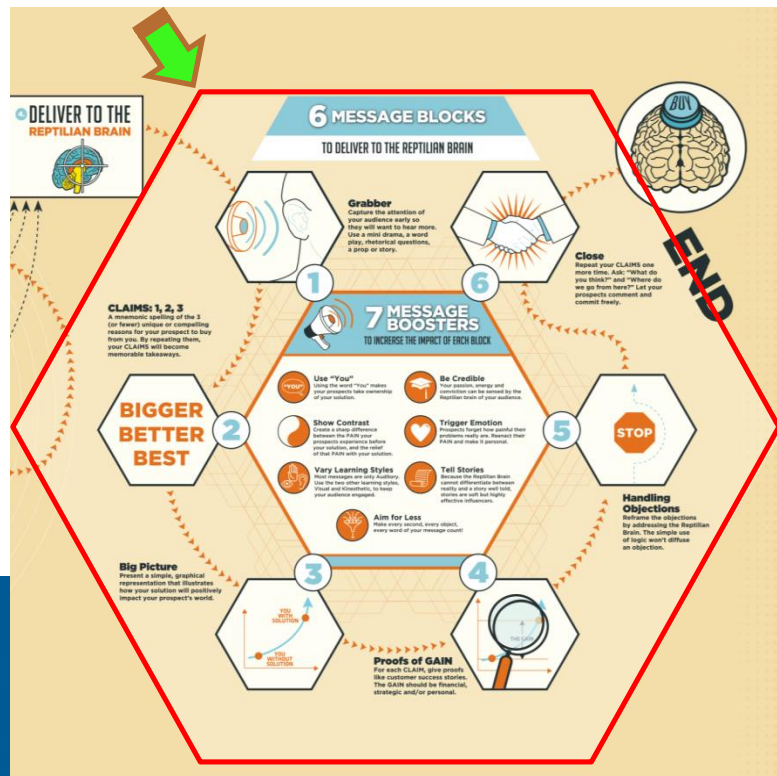




4. Proofs of GAIN

Engaging stimulus: *Tangible*

The core of your message should be your Proofs of GAIN. Don't expect your customers to believe in a solution that does not have tangible evidence to back it up. This also taps into the *self-centered* focus of the Reptilian Brain i.e. "what's in it for me?"

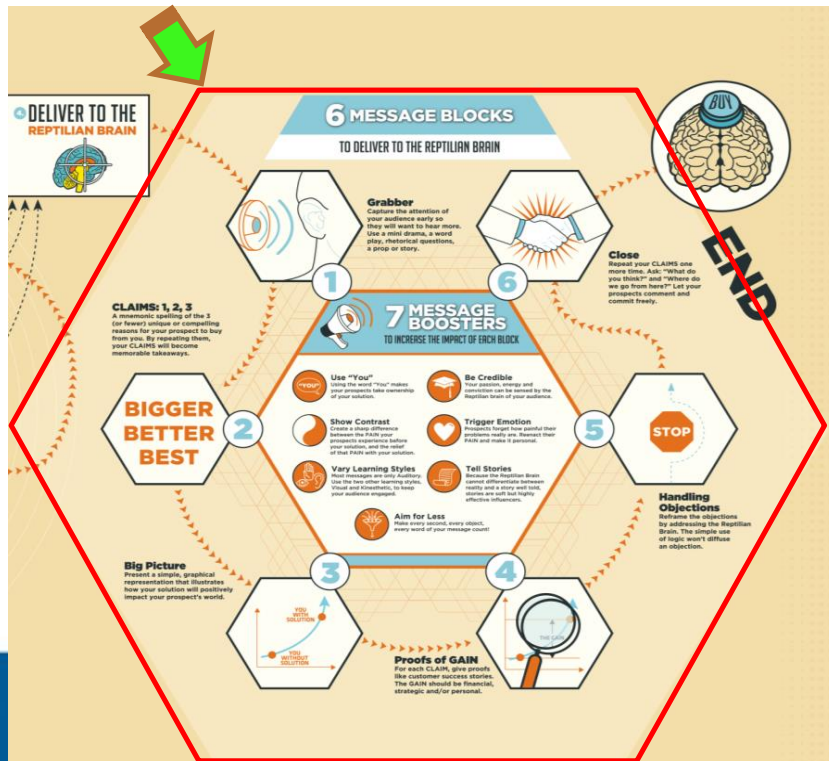




5. Handling Objections

Engaging stimulus: *Emotion*

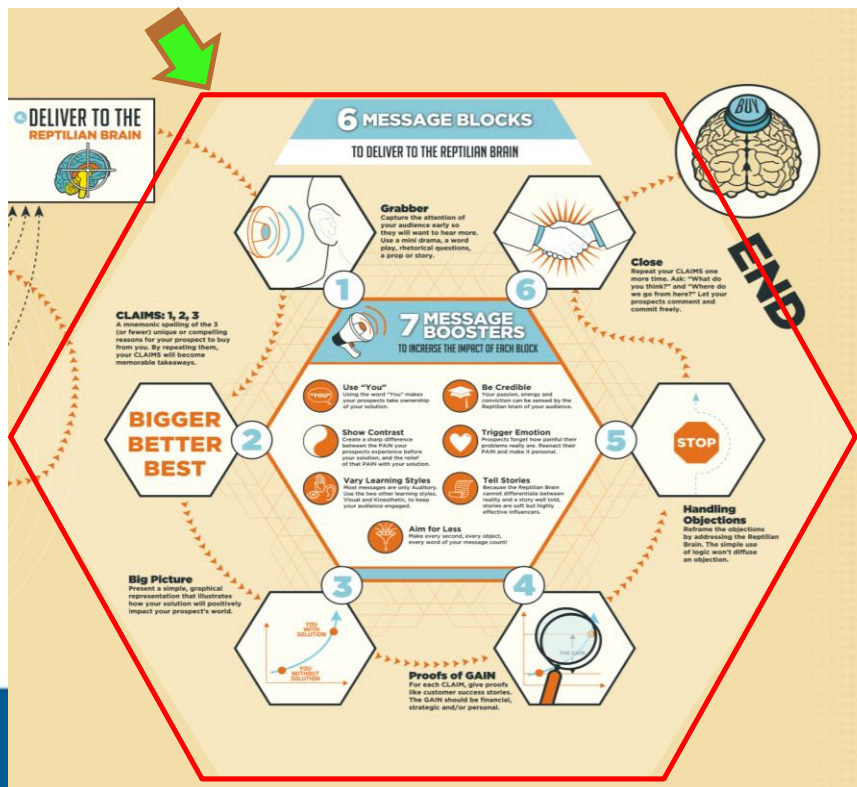
Objections are often not rooted in logic. They are the visible part of how your customer perceives you, your product and your company.

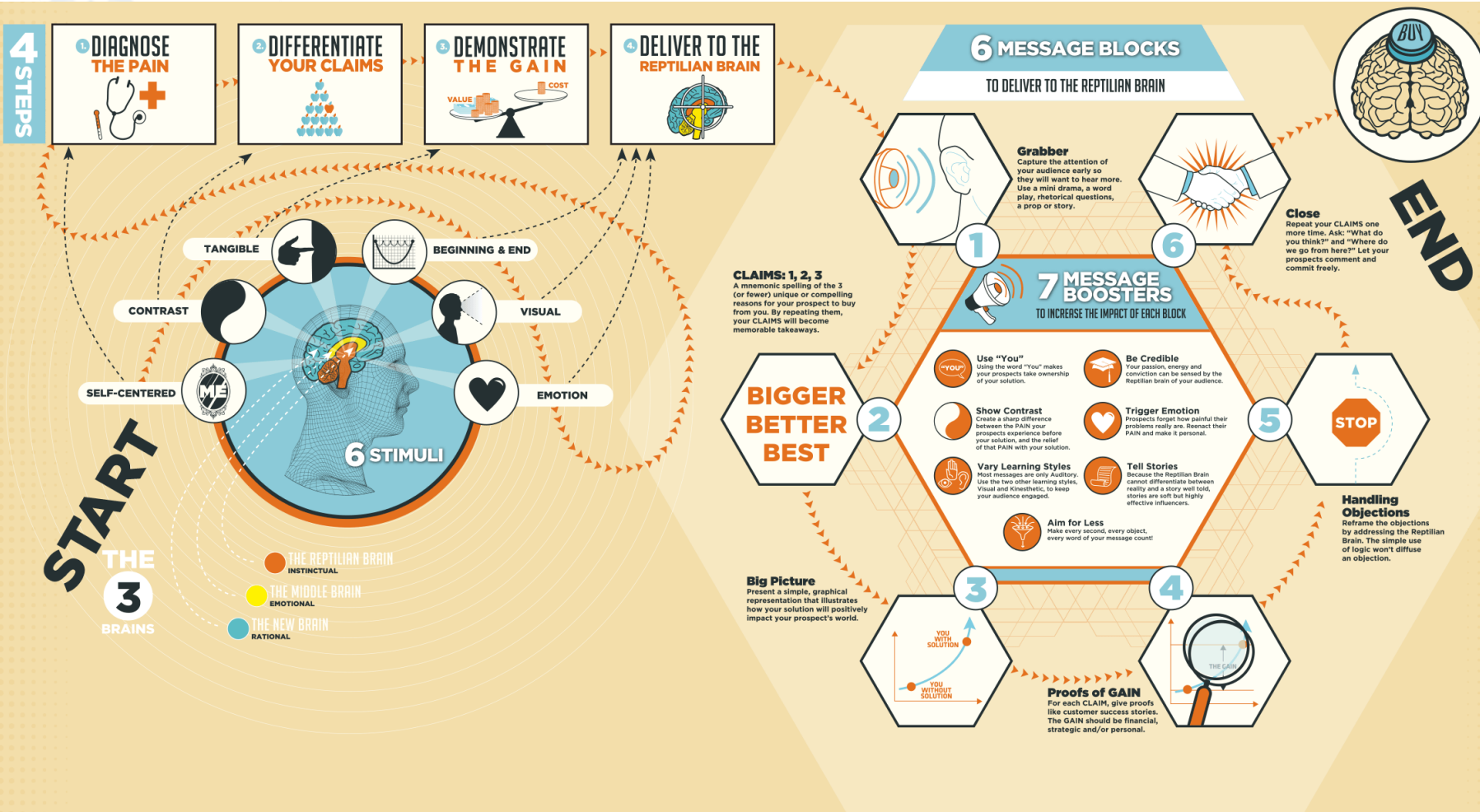


6. Close

Engaging stimuli: *all*

If you have successfully followed the 4 step SalesBrain method, and have designed your message to impact the Reptilian Brain, your customer should be ready to buy. In summary, you will Diagnose the PAIN of your customer (*self-centered*), Differentiate your CLAIMS to show the unique







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