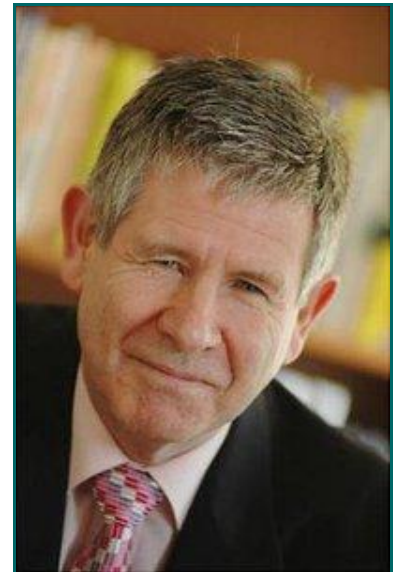


Why Sales Cybernetics?

“I am amazed that the vast majority of people will waste their time trying to persuade people to buy from them, without first having a rudimentary knowledge of the importance of brain-to-brain selling”

says Richard Jackson, co-founder of
Mancroft International



There's a saying that seems to have been around forever: 'people buy people first' – actually, brains buy brains first. Whenever we are interacting with another human being, our brain is communicating with their brain so it's incredibly useful to have an understanding of how the two brains operate. This is where traditional sales courses seem to fall short.

There are so many sales courses available that teach people 'how' to sell, in other words the step-by-step sales process. There's sometimes a section in these courses about 'being positive' and 'choosing your mood', but the participants are not told 'why'; this Janet and John approach to the vital subject of attitude and thinking skills, demeans the course attendees and wastes the money of the company paying for the training.

We would not disagree that there is a place for this type of training but, having experienced these courses and spoken to others who have participated in them, it seems they do not have a long lasting effect.

Sales Cybernetics is different because it is not about the sales process, it's not about the product, the company or the customer, it's about the salesperson themselves - about how they think.

Sales Cybernetics uses the latest knowledge of the brain in order to teach your salespeople how they can think differently in order to persuade more people to buy your products or services – not to sell more products or services.

Coupled with this breakthrough in training, the programme helps the participants to make the link between taking full personal responsibility for their sales performance and achieving superlative sales results.

Other vital areas such as understanding the common thread that runs through all human behaviour, and the importance of appreciating that until they think 'BE, DO, HAVE', they will never reach anywhere near the full potential they have as salespeople.

Given that it is generally acknowledged that success in almost any area in life is the result of at least 80% attitude and thinking skills, it hardly bears saying that the much-neglected area of training that needs your investment, especially in selling, is **Sales Cybernetics**.

Head Office:

Drayton Old Lodge, 146 Drayton High Road, Norwich, NR8 6AN

Tel: +44 (0)844 844 2950 **Email:** info@salescybernetics.com **Web:** salescybernetics.com