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**Selling**

# **Science Of Selling**

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The Science of Selling is the ultimate collection of evidence-based practices for sales ever collected in one volume. Until now most of the studies in The Science of

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Selling have  
been scattered  
and tucked away  
in academic  
journals  
virtually  
inaccessible to  
sales leaders.  
Most readers  
will find the  
material new,  
and I expect,  
quite  
surprising.

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Selling

**The Science Of  
Selling:**

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**Hoffeld, David**

...

Blending cutting-  
edge research in  
social  
psychology,  
neuroscience,  
and behavioral  
economics, The  
Science of

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**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. The Revolutionary Sales Approach Scientifically



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**Selling** to  
Dramatically  
Improve Your  
Sales and  
Business  
Success.

**The Science of  
Selling: Proven  
Strategies to  
Make Your ...**

The Science of  
Selling Blending  
cutting-edge

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research in  
social  
psychology,  
neuroscience and  
behavioral  
economics, The  
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Selling shows  
salespeople how  
to align the way  
they sell with  
how our brains  
naturally form  
buying

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decisions,  
dramatically  
increasing their  
ability to earn  
more sales.

**The Science of  
Selling Book |  
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The Science of  
Selling #1. The  
“Six Whys” hold  
the key. The**

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best part of the  
book: The Six  
Whys. These six  
questions lie  
right at the  
heart of... #2.  
Remember this  
Sales Equation.  
It says that a  
buying decision  
(BD) is a  
function of Six  
Whys (SW) &  
buyers'

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Emotional... #3.  
Always ask ...

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The art of  
selling is also  
a science, with  
advances in  
analytics  
helping  
organizations be

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**Selling** more  
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Analytical  
engines can  
provide sales  
reps with great  
insights into  
buyers'  
likelihood to  
buy These same  
engines drive  
proactive

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recommendations  
to reps on what  
to do or share  
with buyers

## **The Science of Selling – Three Things to Know**

I talked with  
David Hoffeld,  
author of The  
Science of  
Selling, Proven  
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Influence  
Decisions, and  
Close the Deal,  
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come to my  
senses that I've  
become senseless  
I could give you  
lessons, how to  
ruin your  
friendships And  
every last  
conviction, yeah

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I smoked them  
all away I drank  
my frustrations  
down the drain,  
out of the way

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senseless, F Am  
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give you lessons  
on how to ruin  
your  
friendships, F  
Am Dm C F Every  
last conviction,  
I smoked them

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all away, F Am  
Dm C Dm I drank  
my frustrations  
...

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swings - and  
misses - in the

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## **Science of Selling ...**

"The Science of  
Selling Yourself  
Short" I've come  
to my senses,  
That I've become  
senseless, I  
could give you  
lessons on how  
to ruin your  
friendships,  
Every last  
conviction, I

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Smoking them all  
away, I drank my  
frustrations  
down the drain,  
out of the way,  
So I sit and  
wait and wonder,

**Less Than Jake -  
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Selling Yourself  
Short ...**

About The  
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Sales Approach  
Scientifically  
Proven to  
Dramatically  
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neuroscience,  
and behavioral  
economics, The  
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Selling shows  
you how to align  
the way you sell  
with how our  
brains naturally  
form buying  
decisions,  
dramatically  
increasing your  
ability to earn

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branding and how  
an item or  
services  
associations  
with buyers must  
'get into their  
psyche' in order  
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something to...

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## **Selling of selling ...**

The Science of  
Selling (2016)  
is a detailed  
handbook on the  
science of  
making a sale.  
Combining  
insights from  
neuroscience and  
social  
psychology, this  
guide presents

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Selling  
an evidence-  
based approach  
to making a  
convincing  
pitch.

Salespeople  
looking for an  
extra edge.

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**The Science of**

*Page 35/39*

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## **Selling by David Hoffeld - Blinkist**

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Selling is the  
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