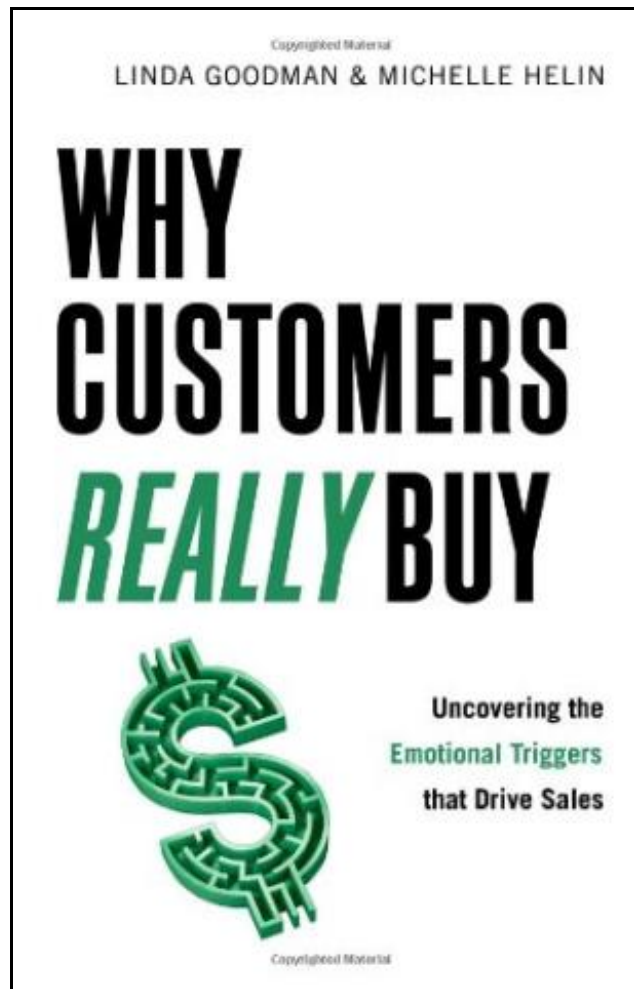


Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales



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Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.
(Blanca Davis)

WHY CUSTOMERS REALLY BUY: UNCOVERING THE EMOTIONAL TRIGGERS THAT DRIVE SALES

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Career Press. Paperback. Book Condition: New. Paperback. 1 pages. Dimensions: 8.1in. x 5.2in. x 0.6in. You can read every classic marketing book out there but if you don't understand the emotional triggers that drive your customers you're losing sales. Linda Goodman and Michelle Helin spoke with our customers using the emotional trigger research approach introduced in *Why Customers Really Buy*. The findings surprised us, destroyed some long held beliefs, and turned our marketing and sales strategy in a brand new direction. --William N. Anderson, CEO Leisure Concepts Management, LP, Former Chief Marketing Officer Carrefour This book is a must read for every sales and marketing executive charged with finding and retaining customers in a highly complex and competitive global marketplace. --David Hilfman, Senior Vice President Worldwide Sales, Continental Airlines Michelle and Linda bring a clear understanding of what drives customer decision making, opening up previously unseen opportunities for growth. --Doug Fields, General Manager Marketing and Development, Vallourec and Mannesman In *Why Customers Really Buy*, Linda Goodman and Michelle Helin have written a book jam packed with real world stories that demonstrate why uncovering customer emotions is the new frontier for increasing sales. Their smart and innovative technique really works! --Henry L. Mittelman, Principal and Managing Director, Gordon Brothers Group, Former Managing Director KPMG The motivations customers act on are seldom logical, predictable, or even conscious. Instead, their strongest responses stem from one source: emotion. It's a deceptively simple reality. But it permanently changes the way organizations must go about understanding their customers. *Why Customers Really Buy* introduces emotional-trigger research, a revolutionary new approach that uncovers the core, unfiltered, and spontaneous triggers that drive customer sales. Traditional market research is outmoded and counterproductive because old methods measure rather than inform. They generate predictable answers that confirm preconceived assumptions. Emotional-trigger research is...



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