

Energize Your Sales With The Right Language

Targeting the left vs. right brain

When it comes to making a purchase decision, choices are based on about 80% emotion and 20% logic. Use these techniques to build an emotional connection with your clients and master the art of left vs. right brain selling.



	Left brain	Right brain
<i>Characteristics</i>	Logical, analyzes, organized, likes numbers and to quantify things.	Emotional, imaginative, curious, takes risks.
<i>Learning style</i>	Use facts and figures. Include explanation, discussion, debate and reasoning in your presentation.	Use stories, diagrams, pictures and illustrations in your presentation.

Selling technique	Put it into practice
Talk less, listen more	Let your clients do most of the talking. "Tell me about yourself" is a great start. You'll gain insight on emotions, attitudes, values and fears.
Be aware of nonverbal cues	Not only is it important for you to project the right body language, you also need to read your clients'. For example, a raised eyebrow signals doubt, while a hand to the forehead signals confusion.
Ask questions	Throughout your presentation, it's important to ask questions to ensure clients are still with you. Asking questions allows you to learn more about their goals and values.
Avoid acronyms	Acronyms may be part of your everyday vocabulary, but they can turn clients off and make them lose interest.
Tell stories	Stories put people in a relaxed state where they're open to new ideas. Additionally, stories are relatable and have emotional appeal.
Use illustrations, analogies and metaphors	Bring clarity to your presentation through the use of illustrations, analogies and metaphors. For example, instead of saying "the investment yield is 6%," try saying, "this investment will make a check payable to you every month for \$284. How does that sound?"

By connecting with clients through right brain selling, you can enhance their understanding and increase sales and customer satisfaction.

To learn more, contact Sales Support at 888-504-7109, option 2.



It pays to keep things simple.®