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Chicago USA, September 19, 2014 3:30 AM



Sydney, Australia



Shanghai, China



Chicago, USA



The Release Event of Iphone 6



The Release Event of Iphone 6



Since 2013, sales increased 35% each quarter.



iPhone

In October to December 2015, iPhones sold 74.6M ~34K devices per hour.



Bookkery.com 



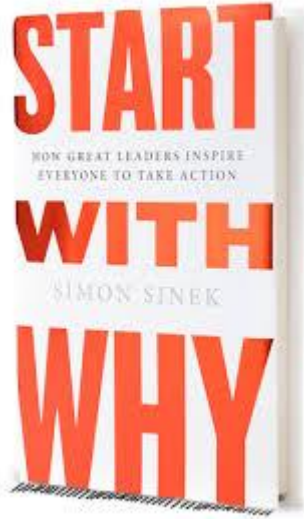
After 9/11, there were customers who sent checks to show their support.

One note accompanied a \$1,000 check read
“You’ve been so good to me over the years,
in these hard times I wanted to say thank
you by helping you out.”



Loyalty Customers

Want one?



How Great Leaders Inspire Everyone To Take Action

Simon Sinek



1

A World that doesn't start with WHY

Carrot and Stick

1



There are only 2 ways to influence human behavior:

You can manipulate it

You can inspire it.



Repeat business is when people do business with you multiple times.

We can use manipulation techniques to drive repeat business.

Loyalty is when people are willing to turn down a better product or better price to do business with you.

Loyal customer often don't do research the competition or entertain other options.

“

Simon Sinek



Manipulation

1. Price
2. Promotion
3. Fear
4. Aspiration
5. Peer Pressure
6. Novelty/Innovation

Chevrolet Spark Discount Offers A Cash Rebate Of \$1,000 In June 2020

BY FRANCISCO CRUZ — JUN 20, 2020

Price/Promotion



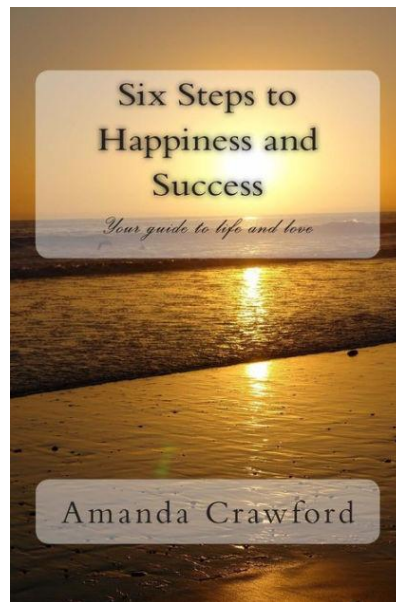
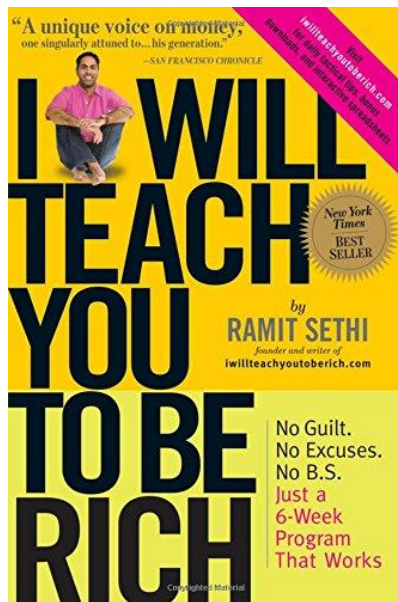


Fear

Fear



Aspiration



Peer Pressure

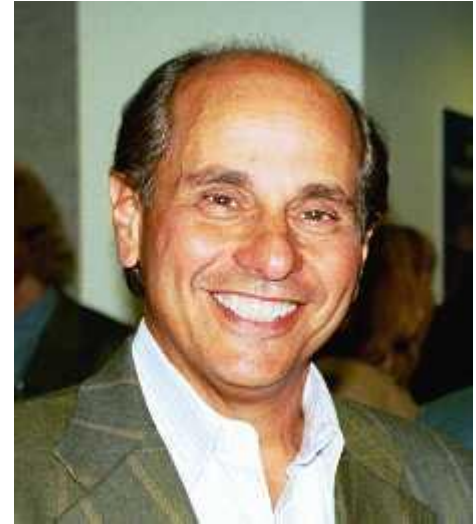


Novelty (aka Innovation)



Motorola RAZR

The combination of metals, such as aircraft-grade aluminum, with new advances, such as an internal antenna and a chemically etched keyboard. A device is just 13.9 mm thin.



Ed Zander

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Novelty (aka Innovation) TOOTHPASTE

Advanced toothpastes to brighten every smile

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- ☐ Colgate® Total®
- ☐ Colgate® Visible White®
- ☐ Colgate® MaxFresh
- ☐ Colgate® Sensitive
- ☐ Colgate® Sensitive Pro-Relief™
- ☐ Colgate® Active Salt
- ☐ Colgate® Kids

Showing 17 Products



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[Colgate® Active Salt
Toothpaste](#)



[Colgate® Active Salt Neem
Toothpaste](#)



Manipulation Effects

- They are a perfectly valid strategy for driving a transaction,
- or any behavior that is only required once or on rare occasions.

Manipulation Effects

- Massive stress level of buyers
- It is increasingly difficult to know which product is the best.

Manipulation Effects

- Massive stress level of both seller
- It costs a lot of money.
- More and more difficult since the competition is doing something new, or better.
- It erodes profit margins and organization in long term.
- It does not create loyalty.



*When manipulations are the norm, no
one wins.*

“

Simon Sinek



Takeaways

- There are only 2 ways to influence human behavior:
Manipulation and Inspiration
- Manipulation
 - Price
 - Promotion
 - Fear
 - Aspiration
 - Peer Pressure
 - Novelty/Innovation



Takeaways

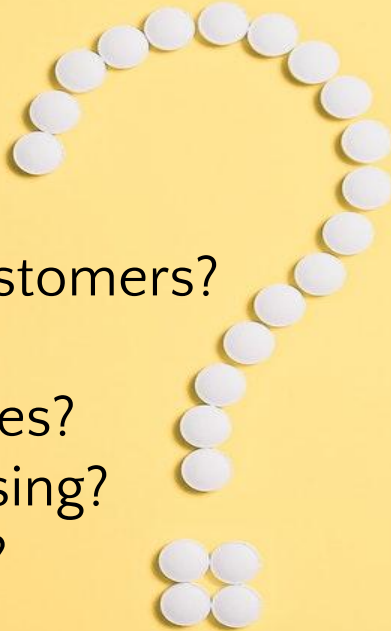
- Manipulation is a perfect technique to drive transactions.
- It does not create loyalty customers.
- Manipulation creates massive stress for buyers.



Takeaways

- Manipulation creates massive stress for sellers.
- It costs a lot of money for sellers and it is more difficult every day.
- It erodes profit margins and organization in long term.
- When manipulations are the norm, no one wins.

Questions



- Who are your loyal customers?
- Are you using any of manipulation techniques?
Which ones are you using?
Is it tougher everyday?

What's Next



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Special Thanks for Awesome Resources

- Presentation template by SlidesCarnival
- Icon "designed by Freepik from Flaticon"
- Pictures from Pexels by
 - Aleksandar Pasaric
 - Andrea Piacquadio
 - Artem Beliaikin
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