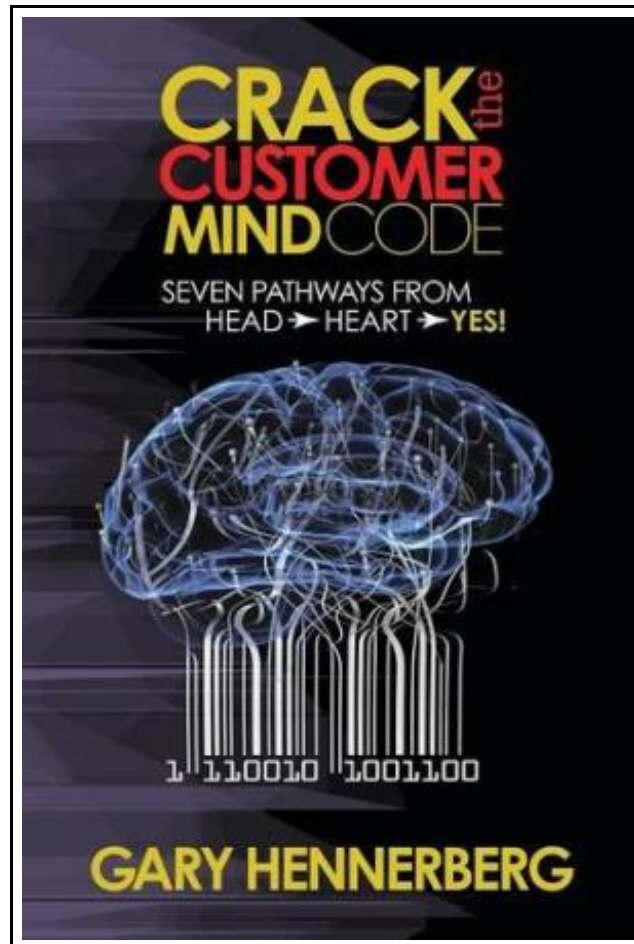


## Crack the Customer Mind Code: Seven Pathways from Head to Heart to Yes!



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Morgan James Publishing, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Crack the Customer Mind Code depends on customary marketing approaches and takes a deeper approach to more successful selling. Based on an analysis of successful marketing campaign patterns, Crack the Customer Mind Code teaches the reader how to align marketing messages that leverage the mind's natural progression to yes through seven steps: 1) identify the persona, 2) stimulate emotion, 3) calm the mind, 4) position or reposition, 5) engage with story, 6) interpret the outcome, and 7) lead prospective customers to give themselves permission to act. With this proven process, organizations can create stronger sales-producing marketing campaigns when the message is aligned with the way in which marketing information is absorbed and processed.

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