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7 Psychology of Compliance and Sales Techniques; Kevin Brewer; 2002; ISBN: 978-0-9540761-9-DOOR-IN-THE-FACE TECHNIQUE This is the opposite to the foot-in-the-door technique. If a large request is refused, then a subsequent smaller request will be agreed (figure 4). But

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Thereâ€™s something about sales that fascinates us. We have to admire the salespersonâ€™s endless resilience in the face of constant rejection, his certainty that things will work out in the end.

## **Leveraging the Psychology of the Salesperson**

Strategically the sales professional must keep the focus off the offer and create an arena of fairness in mediating discussions about the numbers in a mutually beneficial fashion -- one where she ...

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The most significant aspect to you, the salesperson, is the subtitle: "Earning What You're Worth In Sales." The modern wave of sales gurus are leaning hard on accountability. The days of placing blame on a weak economy or stubborn customers are gone.

## **The Psychology of Sales Call Reluctance: Earning What You**

Edit Article How to Use Psychology to Close More Sales. In this Article: Using Psychological Principles Managing Your Sales Persona Increasing Your Customer Base Community Q&A For decades, marketers have studied psychological principles and techniques to figure out how to sell more product to clients.

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Sales call reluctance is the "social disease of the sales profession." The Psychology of Sales Call Reluctance offers practical, field-tested and well-researched technologies to diagnose and overcome career-limiting emotions that keep talented, capable people from earning what they are worth.

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