

THE PSYCHOLOGY OF SELLING

How the Brain Buys, and How You
Can Sell More.

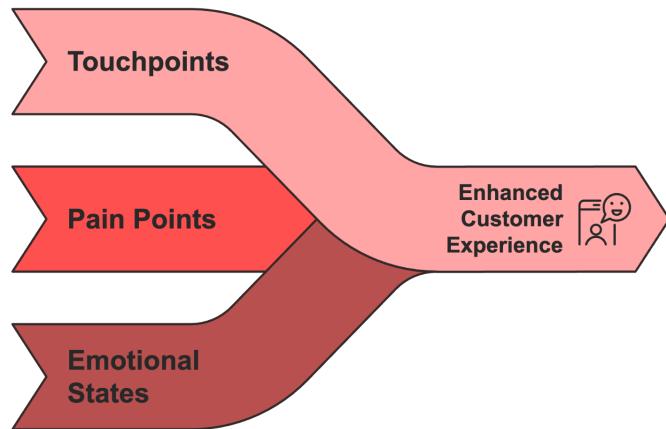


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decision points from initial problem awareness through post-purchase behavior.

A comprehensive customer journey map includes several key elements:



Touchpoints represent every interaction between the customer and your business, from social media encounters to customer service calls. Each touchpoint offers an opportunity to gather insights and improve the customer experience.

Pain points identify specific frustrations, challenges, or obstacles customers face at each stage of their journey. These pain points often reveal opportunities for your offer to provide unique value.

Emotional states track how customers feel during different stages of their journey. Understanding these emotional shifts helps you design offers that resonate on both rational and emotional levels.

Part Three

PRICING STRATEGIES THAT MAXIMIZE CONVERSIONS

According to a study referenced in *Harvard Business Review*, a 1% improvement in pricing can lead to an 11% increase in profits, yet most businesses still rely on guesswork when setting their prices.

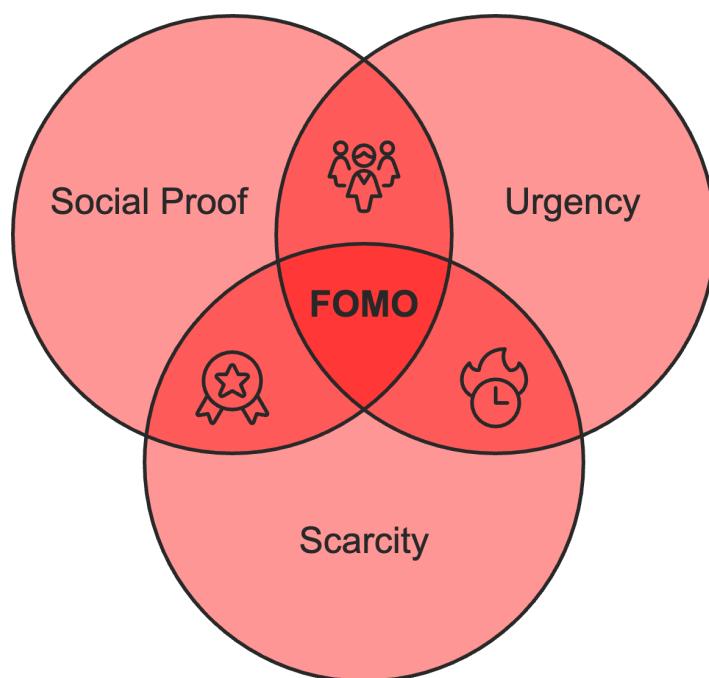
When a software company eliminated their traditional pricing page for a simplified "conversation-based" model, their conversion rates soared by 250% within three months. This transformation wasn't about slashing prices or adding features. It revealed how strategic pricing can dramatically impact business success when aligned with customer psychology and buying behavior.

While many companies obsess over features or marketing messages, research consistently shows that pricing has a more significant impact on profitability than any other business decision. Despite this power, pricing remains one of the most

Part Four

HOW TO CREATE FOMO WITHOUT BEING PUSHY

Urgency and scarcity are powerful psychological triggers that can drive customers to take action—but only when used authentically.



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PAGES**

