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How to Trigger a Successful Sale through the Power of Psychological Triggers

By Joe Sugarman

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Sugarman

A desire to buy something often involves a subconscious decision. In fact, I claim that 95% of buying decisions are indeed subconscious.

Knowing the subconscious reasons why people buy, and using this information in a fair and constructive way, will trigger greater sales response — often far beyond what you could imagine.

I recall a time when I applied one of these subconscious devices by changing just one word of an ad, and response doubled. I refer to these subconscious devices as psychological "triggers." A psychological trigger is the strongest motivational factor any salesperson or copywriter can use to evoke a sale.

There are 30 triggers in all, some of which I will reveal to you in a moment. Each trigger, when deployed, has the power to increase sales and response beyond what you would normally expect.

How to Trigger a Successful Sale through the Power of Psychological Triggers

There are triggers, for example, that will cause your prospect to feel guilty if they don't purchase your product. Let me give you an example. Whenever you receive in the mail a sales solicitation with free personalized address stickers, you often feel guilty if you use the stickers and don't send something back — often far in excess of the value of the stickers. Fundraising companies use this method a great deal. You receive 50 cents worth of stickers and send back a \$20 bill.

Another example are those surveys that are sent out asking for you to spend about 20 minutes of your time filling them out. Enclosed in the mailing you, might find a dollar bill included to encourage you to feel guilty, and entice you to fill out the survey. And you often spend a lot more than one dollar of your time to do that.

Guilt is a strong motivator. I have to admit that I've used guilt in many selling situations, in mail order ads and on TV — with great success, I might add.

I call one of the most powerful triggers a "satisfaction conviction," which is a guarantee of satisfaction. But don't confuse this with the typical trial period you find in mail order, i.e., "If your not happy within 30 days, you can return your purchase for a full refund." A satisfaction conviction is different. Basically it takes the trial period and adds something that makes it go well beyond the trial period.

For example, if I were offering a subscription, instead of saying, "If at anytime you're not happy with your subscription, we'll refund your unused portion," and instead said, "If at any time you're not happy with your subscription, let us know and we'll refund your entire subscription price — even if you decide to cancel just before the last issue."

Basically you're saying to your prospect that you are so sure that they'll like the subscription, that you are willing to go beyond what is traditionally offered with other subscriptions. This in fact gives the reader the sense that the company really knows it has a winning product and solidly stands behind the product and your satisfaction.

Is this technique effective? You bet. In many tests, I've doubled response — sometimes by adding just one sentence that conveys a good satisfaction conviction.

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I received an e-mail from a company, a subsidiary of eBay, requesting my advice. They had an e-mail solicitation that wasn't drawing the response that they had expected. What was wrong?

Looking over what they had created, I saw several mistakes, many of which would have been avoided if they knew the psychological triggers that cause people to buy. Let me give you just one example.

In the subject line of most e-mails that have solicited me, I have been able to tell, at a glance, that the solicitation was for a specific service or an offer of something that I was clearly able to determine. Examples such as "Reduce your CD and DVD costs 50%," Or "Lose weight quickly," pretty much told me what they were selling. Was this good or bad?

The problem with those subject lines is that the reader was able to quickly determine: 1) that it was an advertisement; and 2) that it was for some specific product or service.

Most people don't like advertising. And most people won't make the effort to open their e-mail solicitation if they think they

are getting an advertising message — unless they are sincerely interested in buying something that the advertisement offers.

The subject line of an e-mail is similar to the headline of a mail order ad, or the copy on an envelope, or the first few minutes of an infomercial. You've got to grab somebody's attention and then get them to take the next step. In the case of the envelope, you want them to open it. In the case of an infomercial, you want them to keep watching, and in the case of an e-mail, you want them open up the e-mail and read your message.

The key, therefore, is to get a person to want to open your message by putting something into the subject area of your e-mail that does not appear to be an advertising message — one that would compel them to take the next step. And the best trigger to use for this is the trigger of curiosity.

There are a number of ways you can use curiosity to literally force a person to take the next step. You can then use this valuable tool to put a reader in the correct frame of mind to

buy what you have to offer.

Once again, all the principles apply to every form of communication — whether it be advertising, marketing or personal selling. And to know these triggers is the key to more effective communication and most importantly, the avoidance of costly errors that waste time and money.

Joe Sugarman, the best-selling author and top copywriter who has achieved legendary fame in direct marketing, is best known for his highly successful mail-order catalog company, JS&A. Joe's new breakthrough book, "Triggers," cracks the human psychological code by identifying 30 triggers that influence people to buy. http://www.roibot.com/tk_psy.cgi?ptyg1

Top 7 Psychological Triggers For Unlimited Sales

By Carl Cholette

Top 7 Psychological Triggers For Unlimited Sales

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Did you know that there are specific psychological triggers you can use to influence the decisions of peoples and persuade them to buy what you are selling?

By knowing and using these psychological triggers you will have an edge on your competitions and make more sales in the process.

Here are 7 psychological triggers you can start using in your sales letter today!

Psychological trigger #1: BE SPECIFIC

It's important to be as specific as possible. Why! Because it make your information more believable and credible. For example: Don't say that you are in your late twenties, say that you are 28 years old or 29. Be specific! Don't be vague!

Psychological trigger #2: CURIOSITY

We are all curious! It's human nature! So, we need to used this trigger to attract more peoples to see or read what we have to offer them. For example: "What is the best way to attract loyal customers?" Are you not curious to find out what the answer is!

Psychological trigger #3: REASON WHY

Show your prospects, subscribers or customers why they should listen to you. Why they should buy what you are offering them. Is it because of your "no questions ask guarantee" or "your expertise of 20 years on the subject". Tell them, they want to know why!

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Psychological trigger #4: SCARCITY

It's kind of funny. We are more driven by the thought of losing something than by the thought of gaining something. That's why deadlines, limited opportunities, limited production numbers, etc. will work well. For example: " Buy before 12:00 am today and receive a free trip to Mexico...only 2 left...Hurry!

Psychological trigger #5: FEAR

Fear is a powerful trigger. Just look at the news for example. In the months before Y2K people were buying food, water, candles, lights and lots of other products... just based on fear! The same thing happens with war... it's fear that controls most of our actions.

Psychological trigger #6: ENTHUSIASM

You need to be full of positive energy about what you are doing or selling to your prospects and clients. Without this energy you won't be able to transfer your message effectively. Your sales letter will look and feel dull with no power.

Psychological trigger #7: TELLING THE TRUTH

People appreciate honesty. Even though sometimes it can be painful. If you are honest and sincere, people will respect you for it. People always find out eventually about lies. And when they do, all trust will be gone!

Here you have it, the top 7 Psychological triggers. Use them in your next sales copy or e-mails and see how it influences your sales in a positive way!

Check out

for more information on how to use psychological triggers to

double or triple your sales!

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Carl Cholette is an internet marketer, motivational coach and fitness trainer. He has a degree in business and a passion for fitness, psychology and sales.

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How to Trigger a Successful Sale through the Power of Psychological Triggers

to learn how to use psychological tactics to double or triple your sales!

Top 7 Psychological Triggers For Unlimited Sales

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3 Simple Sales Triggers to Hook in Your Lead & Make the Sale!

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