

The simple science formula for more profitable customer communication.



MAKE YOUR SELLING PROCESS PERSUASIVE.

✓ Newbies

Foundational training that includes persuasive communication skills aligned with a selling model produces more results faster from novices.

✓ Seasoned Pros

7 Triggers training has always been especially popular among the most successful salespeople because it's not the same-old same-old, and because they recognize almost immediately that this is what really works to engage and close customers.

✓ Non-Sales

Persuasive people don't sell. They create favorable buying conditions. That's appealing to those with selling roles but who are not technically salespeople.

SALESPeOPLE LEARN ►

- ⚙ Why people love to buy but hate to be sold – and how to flip that equation in their favor
- ⚙ The incredible power of the emotional brain and how to engage it for influence
- ⚙ How to identify and use specific talking points proven to have enormous persuasive power
- ⚙ How to avoid common communication traps that push customers away from a yes decision
- ⚙ How and when to activate emotional triggers in a specific selling process or timeline

COMPANIES PROFIT ►

Sales took an almost vertical upward trajectory following 7 Triggers implementation. We've been using it ever since. We're believers!

Jim Smith, National Managed Care, AbbVie

The 7 Triggers showed us a much better, easier way to get results. Every meeting is now planned around the 7 Triggers. This works!

Thomas E. Hill, Managing Director, Morgan Stanley

Within weeks after completing the 7 Triggers course and putting its techniques to use, we secured the largest single account transaction in the company's 100 year history.

Ernie Weeks, VP Sales, Utica National

More Access. More Engagement. More Yes.

groupsales@7Triggers.com

Take the Guesswork Out of Customer Communications.



Not certain what to say in order to move the mind of a prickly prospect? **Now you'll know.**

Unsure which of all your features and benefits will have the most impact? **Now you'll know.**

Unclear whether it's the right time to move in and ask for the order? **Now you'll know.**

Sign up for a **FREE TRIAL ACCOUNT** at 7Triggers.com

NOT conventional sales training. Amplifies your process with influence and persuasion.

The My 7 Triggers Persuader Power Station

Easy-access multimedia online courses plus templates, tools, and apps support

SECRETS OF INFLUENCE

Complete Curriculum Course

- 3.5 Hour Self-Paced Course
- 6 Modules • 34 Topic Segments
- Fully-Guided Trigger Builder
- Manager's Playbook
- Customer Messaging Matrix
- Persuasive Presentation Timeline
- Message Maker Templates
- E-Book & Audio Book

FAST TRACK TRIGGER DRILL

Accelerated Preview & Review Course

- 45 min Self-Paced Course
- 4 Modules • 14 Topic Segments

WEB & MOBILE APPS

Build & Activate Triggers

- Talking Points Archive Builder
- Custom Persuasion Promoters
- The Pre-Flight Trigger Check



PRICING

Corporations have paid up to \$2,500 per person for 7 Triggers training & consulting. Power Station courses plus annual apps subscriptions **valued at**

\$1,675.87

UP TO 10 SEATS	UP TO 50 SEATS	UP TO 100+ SEATS
\$599.88	\$419.88	\$359.88
PER SEAT	PER SEAT	PER SEAT

#1 Book of the Year

- Training Magazine

Business Book of the Year

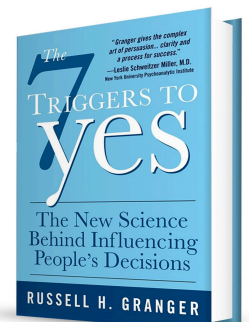
- Business Briefings

Book of the Month

- Counterpoint Communications

"One of the 10 best business books published in the past 10 years."

- Audio-Tech Business Book Summaries



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