



## Selling Outside the Square: Creative Ideas to Help You Make More Sales (Paperback)

By Bob Boog

T H S International, 2012. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. In Selling Outside the Square, author Bob Boog asked himself this simple question: Why do people buy things? In other words, what causes a customer to want to buy something in the first place? Boog did some research and discovered most people use 12 powerful psychological triggers as a shortcut to a buying decision. Could these 12 triggers be used by any salesperson to enable him or her to better sell more products? Yes. In this fascinating book, Boog first identifies the current, largest buying population in America and Europe that most people are not aware of and helps target their inner-most thoughts and core beliefs. He then describes how to utilize the 12 psychological triggers to sell to them. The book also includes more than 12 more field-tested marketing tips. There is also an interesting and informative chapter on creative problem solving. Entertaining, inventive, lively and embellished with a bit of humor, Selling Outside the Square is a surprisingly genuine yet timely book! You ll want to buy copies for your entire sales staff to read!.

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