

## Presentations and Communication

### Why Salespeople Just Can't Shut Up

The average salesperson talks over 81 percent of the time in a selling situation. A Harvard study shows it's because talking about yourself (or your product) is as addictive as gambling and drugs. A sister study shows the shocking truth about how much income people are willing to give up because they can't stop talking about themselves.

### Framing the Sale: The Power of Loss Aversion

Research from the University College of London reveals that avoidance of loss triggers far stronger emotions than opportunity for gain. Learn how to use this insight to get hesitant buyers to feel urgency and take action.

### Reactance: Why Buyers Feel Pressured – and Why They Push Back

A legacy research study reveals the real reason buyers react so badly when they feel pressured – they feel they're losing control. Learn how you can avoid triggering "reactance" and increase the chances you'll get what you need from buyers.

### The Science Behind Storytelling in Sales

Experiments conducted at Ohio State University looked at how stories can connect with people and change their beliefs. The research reveals powerful insights sales professionals can use to craft compelling stories that win buyer trust.

### Gaining Commitment: How to Get Buyers to Persuade Themselves

Studies on persuasion and behavior from Indiana, Northwestern and Ohio Universities suggest two powerful ways to harness buyers' own motivations and get them more committed to buying your solution. Find out how this "repeat and defend" strategy can make your sales conversations more effective.

### Communication: Getting Your Buyer to See the Light

What's the best way to counter a person who has deeply held, but incorrect belief? A Dartmouth University study answers that question. It gives insight into how the brain processes information and explains a simple but powerful technique salespeople can use to win agreement.



**Rapid  
Learning**

| a **bts** company