



Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales

Linda Goodman, Michelle Helin

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You can read every classic marketing book out there but if you don't understand the emotional triggers that drive your customers you're losing sales. Linda Goodman and Michelle Helin spoke with our customers using the emotional trigger research approach introduced in *Why Customers Really Buy*. The findings surprised us, destroyed some long held beliefs, and turned our marketing and sales strategy in a brand new direction."

--William N. Anderson , CEO Leisure Concepts Management, LP, Former Chief Marketing Officer Carrefour

"This book is a must read for every sales and marketing executive charged with finding and retaining customers in a highly complex and competitive global marketplace."

--David Hilfman, Senior Vice President Worldwide Sales, Continental Airlines

"Michelle and Linda bring a clear understanding of what drives customer decision making, opening up previously unseen opportunities for growth."

--Doug Fields, General Manager Marketing and Development, Vallourec & Mannesman

"In *Why Customers Really Buy*, Linda Goodman and Michelle Helin have written a book jam packed with real world stories that demonstrate why uncovering customer emotions is the new frontier for increasing sales. Their smart and innovative technique really works!"

--Henry L. Mittelman, Principal and Managing Director, Gordon Brothers Group, Former Managing Director KPMG

The motivations customers act on are seldom logical, predictable, or even conscious. Instead, their strongest responses stem from one source: emotion. It's a deceptively simple reality. But it permanently changes the way organizations must go about understanding their customers.

Why Customers Really Buy introduces emotional-trigger research, a revolutionary new approach that uncovers the core, unfiltered, and spontaneous triggers that drive customer sales. Traditional market research is outmoded and counterproductive because old methods measure rather than inform. They generate predictable answers that confirm preconceived assumptions.

Emotional-trigger research is a powerfully different method that gets to the heart of what companies need to know. Based on an indirect approach that features provocative questions, insightful listening, and in-depth conversations, the results are more spontaneous and enlightening.

This book equips sales and marketing professionals with:

- * The keys to solving the mystery of how customer decisions are really made
- * Twelve real-world case studies illustrating how emotional-trigger research solved many of the most pressing sales/marketing challenges companies confront
- * Twelve universal sales/marketing lessons revealed through emotional-trigger research and how to apply

those lessons to diverse industries

Why Customers Really Buy reveals how customers emotionally connect with a product or service, and goes to the very root of how to craft winning solutions to reach them.

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Vanessa McGinty:

Book is to be different for every grade. Book for children until adult are different content. We all know that that book is very important for all of us. The book Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales seemed to be making you to know about other understanding and of course you can take more information. It is very advantages for you. The e-book Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales is not only giving you much more new information but also being your friend when you experience bored. You can spend your current spend time to read your guide. Try to make relationship together with the book Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales. You never truly feel lose out for everything in case you read some books.

Dennis Winters:

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Carolyn Lew:

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