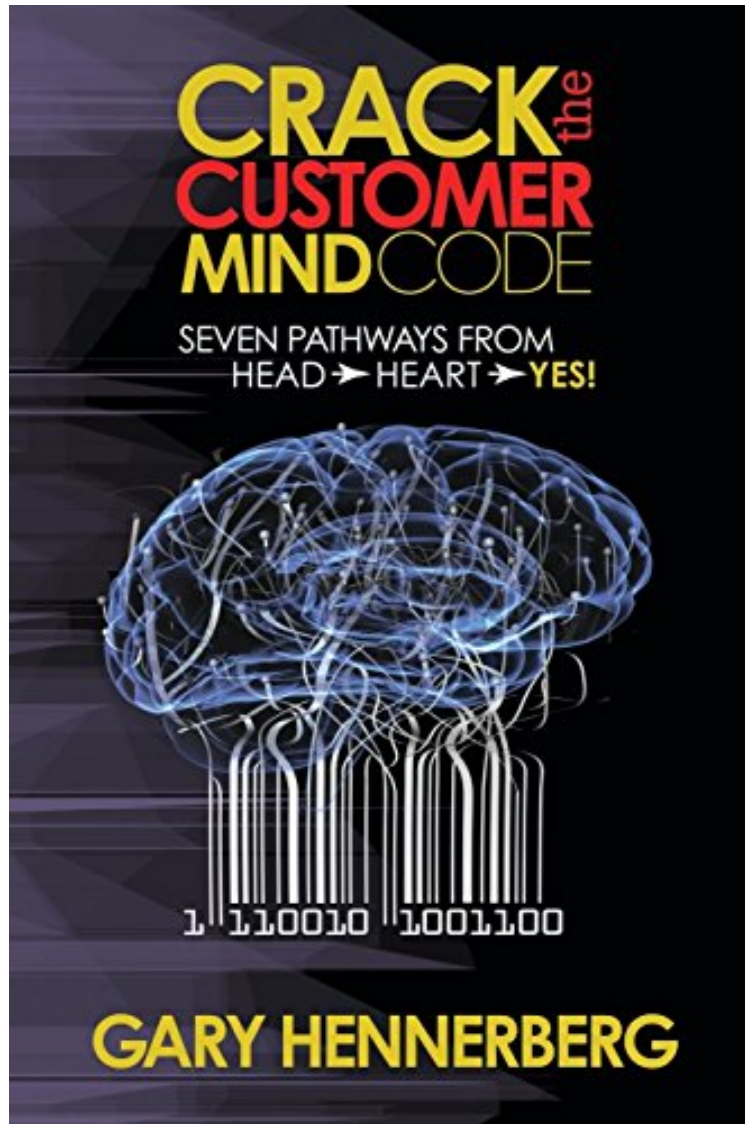


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## Crack the Customer Mind Code: Seven Pathways from Head to Heart to Yes!

Gary Hennerberg

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**Gary Hennerberg : Crack the Customer Mind Code: Seven Pathways from Head to Heart to Yes!** before purchasing it in order to gage whether or not it would be worth my time, and all praised Crack the Customer Mind Code: Seven Pathways from Head to Heart to Yes!:

0 of 0 people found the following review helpful. If you read the classics, you know most of the principles hereBy Andrew SmithIf you've read any of the material from classic advertising authors (Eugene Schwartz, Victor Schwab, David Ogilvy, John Caples) the principles in this book won't be anything new to you.Getting into the mind of your

market is where any advertiser should start. This book is a compilation of various ways to classify customer types and craft the best 'buy button' to get a sale. It has good stuff. I was just expecting something deeper, psychologically. I'm interested in the subconscious ticks of consumers that I can find and pull on. This book does put a lot of emphasis on infusing emotion into your message. Which is something you'd already know if you've read the classics. Reminder if good. 0 of 0 people found the following review helpful. Would recommend. By CustomerEasy read and some good useful stuff in there. 0 of 0 people found the following review helpful. With the right 'combination' any lock will reveal its secrets. By Eric S. Zipp. Everyone is different, that's what makes life 'interesting'... and... at times, challenging. Underneath, each person reacts to the stimuli which resonates with their 'hot-button'. What's really cool is that if you know what to look for, you can identify what drives that person and once you have identified the 'type' you can tailor your interaction with them to maximize their attention and interest in the topic you are sharing. The key is knowing what to look for and then how to correctly recognize and identify the persona of your client or the person you're dealing with. Gary Hennerberg takes the mystery out of this process and lays out a plan in logical fashion like a road map. The skills mastered within this book certainly will improve your efforts in Marketing, but it goes far beyond that single application. In life you 'market/sell' your ideas to people you meet every day... whether it is 'bargaining' with your kids, deciding a course of action with your spouse, or just haggling over the price of an item in a flea-market. This skill set will arm you with 'knowledge' and leave you better prepared to handle whatever life throws at you. "Crack the Customer Mind Code" is an easy and interesting read which will open doors with were previously hidden from you (aren't you tired of being on the wrong side of that door?).

Crack the Customer Mind Code is destined to upend how you approach marketing, advertising, and selling. Even as customer attitudes have shifted during this new century due to technology, the economy, and emotionally draining negative news, the way in which the human mind processes information remains constant. Marketing and sales messages often fall short because they are not aligned with how the mind naturally processes information and makes decisions. In Crack the Customer Mind Code, veteran marketer Gary Hennerberg reveals seven pathways through the mind and lays out how to align marketing messaging with the various ways people think. Discover how you can: 1. Identify and create the personas of your core customer segments. The twelve most observed personas are detailed for immediate adaptation. 2. Stimulate emotion through fear, uncertainty, and doubt. 3. Calm the mind with your solution to enable clearer thinking. 4. Properly position, or reposition, your product or organization to initiate new short-term memory. 5. Use storytelling to deepen the new memory and convert it to long-term memory. 6. Logically interpret your sales presentation offer and create a compelling conclusion. 7. Persuade and lead your prospects to a sense of self-permission to buy. Overlaying these proven concepts onto each of the twelve defined personas, Hennerberg shows you how to powerfully transform marketing campaigns that move prospects to action. Once your message and personas are aligned, you now are equipped to solve the puzzle of getting your prospective customers to YES!

"How-to' marketing books regularly examine the nuts and bolts of tapping the latest channel or category--so much surface tinkering. By the next day, though, that channel has died or morphed, and the concepts and techniques are yesterday's irrelevant news.