

Cracking the Code: The Science of Sales Success



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Here is the translation of the given text into English:

Business Bible: The Psychology of Sales

• Introduction to Sales Psychology

○ Definition and Significance of Sales Psychology

- History of Sales Psychology Development
- Basic Concepts and Theories

○ Customer Characterization

- Modeling Customer Behavior
- Basic Customer Traits
- Communication Styles

○ Foundations of the Sales Process

- Definition of the Sales Process
- Sales Process Stage: Identifying Customer Needs
- Sales Process Stage: Presenting the Offer

• Psychology of Buying Behavior

○ The Influence of Emotions on Purchase Decisions

- The Role of Emotions in the Buying Process
- The Influence of Emotions on Purchase Decisions

○ The Influence of Environment on Buying Behavior

- The Influence of the Surrounding Environment on Buying Behavior
- The Influence of Marketing on Buying Behavior

○ The Influence of Personality on Buying Behavior

- The Role of Personality in the Buying Process
- The Influence of Personality on Purchase Decisions

• Sales Techniques

○ Basic Sales Techniques

- Open-Ended Question Technique
- Skill-Based Technique

- **Negotiation Techniques**

- Basic Negotiation Techniques
- The Influence of Emotions on Negotiations

- **Building Trust Techniques**

- Basic Techniques for Building Trust
- The Influence of Trust on the Sales Process

- **Marketing and Sales Psychology**

- **Marketing Fundamentals**

- Definition of Marketing
- Basic Concepts and Theories

- **Marketing in Sales Psychology**

- The Influence of Marketing on Buying Behavior
- The Influence of Marketing on the Sales Process

- **Sales Psychology in Marketing**

- Basic Concepts of Sales Psychology
- The Influence of Sales Psychology on Marketing

- **Sales Psychology in Practice**

- **The Influence of Sales Psychology on Sales Efficiency**

- The Influence of Sales Psychology on Sales Results
- The Influence of Sales Psychology on Customer Satisfaction

- **The Influence of Sales Psychology on Building Customer Loyalty**

- Basic Techniques for Building Loyalty
- The Influence of Sales Psychology on Customer Loyalty

- **The Influence of Sales Psychology on Building a Brand**

- Basic Techniques for Building a Brand
- The Influence of Sales Psychology on Building a Brand

- **Sales Management**

- **Foundations of Sales Management**

- Definition of Sales Management
- Basic Concepts and Theories

- **The Influence of Sales Psychology on Sales Management**

- The Influence of Sales Psychology on Sales Efficiency
- The Influence of Sales Psychology on Sales Results

- **Sales Management Techniques**

- Basic Techniques for Sales Management
- The Influence of Sales Psychology on Sales Management Techniques

- **Conclusion and Recommendations**

- **Summary of Key Points**

- Summary of Sales Psychology
- Summary of Sales Management

- **Recommendations for Practitioners**

- Recommendations for Salespeople
- Recommendations for Sales Managers

- **Bibliography**

- **Literature Sources**

- List of Literature Sources
- Links to Sources

The book can be purchased at

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