

Concept

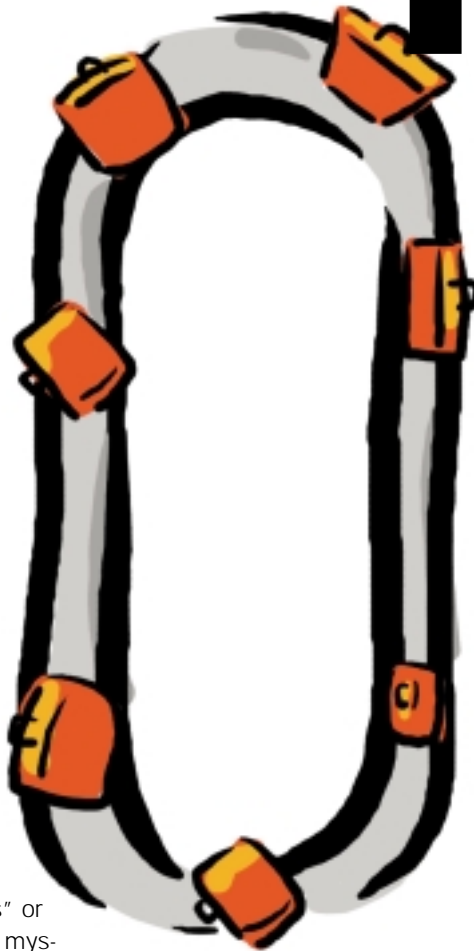
a powerful, intriguing, inspiring, or perhaps odd idea distilled to its essential elements

Have you seen customers back out of a deal at the last minute? Don't you feel powerless every time it happens? You've done your best to get them to sign on the dotted line, and then *whammo!*

Maybe you're losing customers because you don't know how the brain works. Example: While waiting for your bags at the airport, would you leave before getting them off of the conveyor belt? If you don't get the bags off the conveyor belt in your customer's brain, those bags will go round and round. Even one bag left behind can stop your customer from buying your product or service.

Like at the airport, you have to know what the bags look like so you can grab them quickly. Psychology hasn't changed much in 5000 years. Our brains are hard-wired. When faced with a specific trigger, people's brains respond predictably and in sequence. You can anticipate what a customer is thinking and close the deal.

The lesson? Invest in learning the predictability



and power of the human brain. At PsychoTactics, we call it "thinking around corners" or "unlocking the mystery of the business brain."

That's the concept. For the execution, visit www.psychotactics.com.

Sean D'Souza is CEO of PsychoTactics www.psychotactics.com, based in Auckland, New Zealand, and creator of the illustration above; sean@psychotactics.com.

Closing the Deal

First, you have to figure out how the human brain works.



By Sean D'Souza