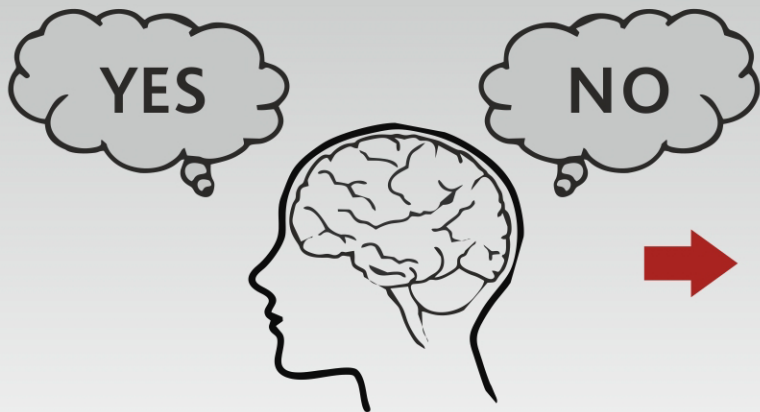


Using Emotion And Logic To Influence



Buying Decisions
Are Based On **Emotion**
Backed Up With



Stir The
Emotions



Fear Of
Loss



Gain



Lose
Face



Reputation

Present
Logical Reasons



The Facts



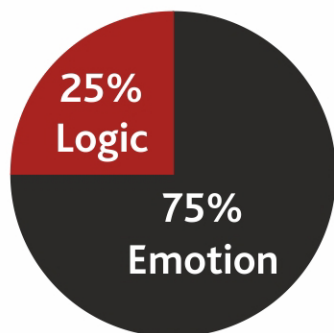
Testimonials



Results



Research



Your Sales Interactions Should
Be A Mix Of Emotional Triggers
& Logical Reasons

