



# CyberFunnel<sup>TM</sup>



## 19 EXAMPLES OF SALES PSYCHOLOGY AND CONVERSION TECHNIQUES

## INTRODUCTION

Welcome! Psychology as a subject is now over 100 years old and has become one of the most popular courses to be undertaken at college. But perhaps a far greater influence has been not so much in academic circles but in the world of business, where the application of many psychological theories is used almost routinely in areas such as hiring, development, coaching, communication and career transition, just to name a few.

But in this brief guide, we want to look at the role of psychological theory in the function of sales, where the dynamic between the customer and the business is most of interest.

Although there are many psychological theories that are often used in sales, in this guide we will look at 19 of the most popularly used ones that we incorporate into our CyberFunnel™ campaigns.

The purpose of this guide is to help you understand some of these techniques and strategies that are available to help your company drive specific action and behavior of your prospects. However, these techniques are not designed or intended to trick or fool anyone in to doing something that is not in their best interest. To the contrary, these techniques are to help you provide your prospects a deep understanding of your products and services in the most impactful way possible.

If it done correctly, your prospects will have enough quality information to decide if they are a good fit for your product, if now is the right time to purchase and if you are the right company to help them.

These techniques are commonly deployed and powerful tools to help in sales and customer relationship exchanges. However, they are designed to be used through the use of cohesive marketing campaigns over longer periods of time rather than just a short commercial or video clip.

As a result, if not used in the proper context, they may not deliver the desired result for the prospect or for the business. Great care needs to therefore be taken to first fully understand the technique being used and secondly to split-test as carefully as possible.

We hope you enjoy this information that we put together for you and find it useful. Please feel free to share with anyone that you feel may benefit from it.

**1. IDT – Internal Decision Triggers.** This technique is commonly used by providing the prospect information that helps them come to their own internal conclusion about a person, product or service. How **CyberFunnels™** helps you accomplish this specifically is by using professionally produced videos, professional landing pages, upbeat, energetic intros, professional actors, B-roll and still imagery, a colorful, well designed logo consistent tone that is business conservative accented with reserved enthusiasm.

**2. PRESUPPOSITION** – We use this technique to establish in advance the value for the services you will eventually offer the prospect is true and accurate. We do this to eliminate or reduce the prospect questioning the validity of your stated prices.

For instance, a Presupposition is anything that must be assumed for a statement to make sense. An example in the sentence 'The cat sat on the mat', we must assume that there is a cat, a mat, and it is possible for a cat to sit on a mat. In hypnosis, the hypnotist will often presuppose something necessary for the required change to occur. i.e. 'I don't know whether you're going to relax now or in a few moments' assumes that the client will relax.

**3. IMPLIED REWARDS** – We use this technique multiple times throughout our Perfect-Pitch™ videos because it creates a mental picture of the prospect receiving or participating in a reward or payout. Examples of this technique for a Reality TV campaign we built for a client include a statement that there are "Million Dollar Brands" and "Billion Dollar Brands." Additionally, during that campaign we made repeated references to how much networks "pay" to develop pilots and episodes. It would be difficult for a prospect to not imagine themselves sharing in some of that payout in some way.

**4. ANCHORING** – This is a powerful technique that causes the prospect to visualize themselves enjoying specific benefits that your products and services will offer them. Whenever they think of these benefits, even days, weeks, months or years in the future, they will subconsciously associate these benefits with your brand.

We accomplish this by inserting motion graphics and still imagery at specific times throughout our videos while referring to success, lifestyle improvement, dominating the competition, increasing revenues, etc. The idea is simple, get a client or customer into a specific mental state (the stronger and more distinct the better), and create an association to it so that the state can be re-accessed (activated) at will. The process of setting an anchor connected to a specific memory and/or feeling so that it can be re-accessed later in future videos or closing situation. Part of how this is done is through Sensory-Based Description which is describing an event through the senses.

**5. INTERNAL VALIDATION** - We help your prospects internally validate information we provide them by providing visual evidence via motion and still imagery examples of others who were getting desired results. We help the prospect "Internally Validate" your information by providing evidence and empirical-data for any references to solving their problem which, in turn helps them rationalize making a decision to do business with you.

**6. EMBEDDED COMMANDS** – These are commands hidden in a normal conversation, but delivered so as to get the required response. Embedded commands are often marked out through Analogue Marking. Analogue Marking is the process of using an action, gesture, or tone of voice to mark out specific words within a sentence. Professional talent do this naturally, even though they may not even realize it.

**7. CLIENT-CENTRIC CONTENT** – this is content and topics that are about the prospect and their needs and desires. The opposite of most abusive sales pitches which focus exclusively on the seller, his products and what others say about his products described using a host of platitudes.

**8. PLATITUDE-FREE PITCHES** – all of our scripts and videos are free of Platitudes, which are words or phrases that don't distinguish or separate companies in the marketplace. Platitudes are **dull, obvious** and **uninteresting** words or phrases that lack power to create any interest because they are **overused** and **uninteresting**, yet, they are nevertheless still commonly-used as though they are unique or distinctive. They are considered the "Kiss of Death" in marketing.

Platitudes don't quantify anything! They're not believable, not provable and cause prospects to minimize, discount disbelieve, or worst of all, ignore a company altogether. Phrases like "Highest Quality," " Best Service," "Best Selection," "Combined 30 Years' Experience," "Honest," "Hardworking," "Been In Business Since 1776 BC," "Your Dealer Of Choice," "State-Of-The Art," . . . blah, blah, blah.

**9. FREE ASSOCIATION** – It where the prospect imagines or fantasizes about other people's situations or experiences, good or bad, as though they are or have personally experienced them first-hand. We use multiple examples of individuals who your prospect could easily "free associate" being in the same successful situation or having the same experience if they used your product to improve their situation.

**10. BRIDGING** – this is where we help the prospect identify where they are currently while planting a mental-image of where they would like to be within a specific time-frame in the future. Then we offer them access to a specific plan-of-action involving milestone goals that builds a “bridge” to that desired result or outcome. Our **CyberFunnels™** campaigns are based on this technique including all follow-ups.

**11. ACTIVATORS** – these are specific words or phrases that trigger the body’s RAS (Reticular Activation System) to switch brain rhythm from alpha-state to beta-state. Alpha rhythm is the daydreaming mode of the brain, beta rhythm is the mode when someone is focused and paying attention. There are only 4 types of Activators;

1. Things that are Familiar (ex. celebrities, your name)
2. Things that are Problematic (ex. competitors)
3. Things that are Unusual (ex. talking lizard selling insurance)
4. Anything related to Sex (ex. Jackie’s outfits showcasing her natural assets).

We use activators repeatedly throughout every video.

**12. MCT** – Mass Conversion Technique. This is a proven strategy that uses Pre-framing and Indoctrination together as an effective Conversion technique.

Pre-framing is what a prospect thinks about us before they have an opportunity to do business with you. We establish you as the Celebrity-Authority and demonstrate your authority by offering information (usually an eBook) you have authored on the topic. (We handle this for our clients) Next, we then create goodwill, trust and desire for doing business with you by providing the prospect RIA (Results In Advance). This is sharing valuable knowledge and insight for free on a topic that the prospect has demonstrated that they have an interest. This tactic models the natural pattern of how human relationships are developed.

Indoctrination is the process by which we educate your prospect while simultaneously generating an elevated emotional state and provide them empirical data that will help them rationalize and defend doing business with your company.

When both of these techniques are used together successfully it leads to an outcome known as Mass Conversion.

**13. HOT-BUTTONS** – This is imagery and issues that are particularly relevant to the prospect. We use Hot-Buttons throughout our **CyberFunnels™** campaigns to increase the emotional state of the person watching the videos. These “Hot-Buttons” are specific issues such as fierce marketplace competition, reduced profit margins on their products, feeling like a commodity, not being able to differentiate oneself from their competitors, unable to attain next level success, etc.

The reason that we know what your prospects “Hot-Buttons” are is because we begin every campaign with a “Discovery” session using a technique called RDA (Results-Desires-Analysis) to profile prospects and determine pain points and desires.

**14. SCARCITY** – We want now what we may not be able to get in the future. When things become less available, they become more desirable. If we have the choice of getting it now or only possibly getting it in future, then we choose getting it now. This increase in desire and consequent acquisitive action happens even if we do not need the item now. It is the scarcity that drives our desire, not the utility of the item in question. There is often a strong social element to scarcity. If it seems other people may get something that we could have now, we are even more tempted to get it.

We use several Scarcity techniques in our videos. The key is to make sure that the scarcity is believable and genuine.

**15. CLEAR CALL-TO-ACTION** – all of your videos, email reminders and even your proposal will have clear “Call-To-Action” next steps for the prospect to take.

**16. NLP** – Neuro-Linguistic Programming, is a strategy that provides a series of tools and techniques which can be used to get someone moving in the right direction or into a buying state. Once you generate this momentum, you can anchor the state and access it when talking about your product. We simply take the person into a future where they feel good about your product and look back on the decision made today as being a good one.

For most people, it's about getting them into the correct buying state and making an offer for them to buy. Anyone trying to sell wants their customer to be in this buying state. The simplest way to access a state is to get the customer to remember a time when they were in that state: "Can you remember the last time you just had to have something?" "Is there something you bought recently, just on impulse? You saw it and you had to have it?" "What's something you just wouldn't hesitate to buy straight away?"

These kind of questions force your prospect to remember a time that matches the state and to do that they must access the state. This is key to the success of NLP anchoring techniques.

**17. TIME LINE** – This is the structure through which a person unconsciously organizes time and will anticipate enjoying the reward of using your services or benefitting from a partnership with you. The timeline is usually visualized as a line with images placed along it. We let them know that in a few days they could be enjoying the benefits of your products to establish a clear timeline in their mind to receive their reward.

**18. WELL-FORMED CONDITION** - Well-formed conditions, are the conditions that must be met for a goal to have a successful outcome. The goal must be stated in the positive, initiated and maintained by the individual, evaluated using sensory based-evidence, specific as to who, where and when, ecological for the individual, their family, friends, and business while preserving their current positive state of themselves.

**19. QUALIFICATION THROUGH DEMONSTRATION** – the prospect self-qualifies themselves by demonstrating their interest in our offer by watching your videos and responding to your communications. We are not interested in what they say, we are interested in what the prospects do and that is what our system is built to determine clearly.



## ABOUT THE AUTHOR



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Early background in the design, development and manufacture of digital technology which incorporated his patented apparatus for the purification of water (Patent # 5460702). As co-Founder of International Ionics and NOGSYS Technology he developed a distribution network for the technology throughout the US and abroad. During this time Todd traveled extensively throughout the US, Canada, Mexico, Caribbean and Europe. Both of these companies were eventually acquired and the technology is still being used today.

In 2009, Todd became Managing Partner of Click My Video, Inc., a wholly-owned subsidiary of Diamond Media Group. Their custom video applications have been used by M&M Mars, PromoPoint, Treasure Hunters Roadshow and ad agencies throughout the US. In 2012 the company rebranded as Diacom Performance Group and added technology-based, scalable customer acquisition solutions to its list of services and diversified into the pharmaceutical, insurance, weight loss and Medicare products industries.

In January 2015, Todd co-founded the nation's first on-line life insurance exchange called Ensurem which integrated automation technology with jet-issue (instant approval) insurance policies for consumers nationwide. Ensurem was acquired by HealthRight in November of that same year.

Todd brings his background in video technology, sales psychology, process-driven strategy and entrepreneurial experience to the CyberFunnels team.