



The 7 Triggers to Yes: The New Science Behind Influencing People's Decisions: The New Science Behind Influencing People's Decisions

Russell Granger

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Introducing 7 scientifically proven ways to masterfully apply the skill of persuasion and get the results you want!

Everybody knows that the best way to persuade people to reach the "Yes" response is by using logic and reason, right? Wrong. According to the latest research in neuroscience, most people respond to emotional cues rather than rational ones. Instead of using facts and figures to persuade, you should be tapping into the brain's internal triggers for making decisions. With the new technology of realtime brain imaging, scientists have been able to pinpoint seven of these emotional triggers.

Activating one or more of the other person's triggers will make you a master persuader in every aspect of your life. You'll learn how to motivate a "Yes" response from clients, coworkers, employees, and entire organizations.

Just say "YES" to success.

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