

MANIPULATE THE SALE

PSYCHOLOGICAL TOOLS THAT SELL MORE

COLIN CHRISTOPHER

**How to Sell in Turbulent Times
Your Roadmap to Surviving and Thriving**



How are you being manipulated?

1. Regarding your business, describe your current situation...

2. How are you feeling about this situation?

I feel...

3. I am feeling this way because...

7. What current problems do your clients or potential buyers have?

8. Do your current products solve your buyers current problems? In other words, how are your current products relevant during turbulent times? Also, how are your products relevant during good times?

9. What are the obstacles to the delivery or experience of your products?

13. Is there anyone you can partner with where you solve current problems together and leverage each other's skills and products?

14. Who currently has money to buy one of your solutions? Who are those people, companies and businesses? Do you have existing relationships with them?

15. If you don't have those existing relationships, who do you know that has existing relationships and can refer you?

18. If they don't have money to currently buy your solutions, what can you do right now to build the relationships so they will spend their money with you after the turbulence subsides?

19. If you can't offer a solution right now, how can you get out there? Who can you partner with? And, who do you want to partner with? If you don't know who you want to partner with, who do you not want to partner with?

22. Now that you know how, and who to connect with – how can you effectively stay connected with your past, present and new clients?

23. How are you going to sustain this long term?

24. Do you need a short, mid, and long-term strategy? If you need multiple strategies, what are the key differences in each strategy?

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Manipulate The Sale trains people how the conscious and subconscious minds of buyers and sellers influence communication and sales. As you learn the psychological tools that sell more, you will be able to apply them to prospecting, client relationship building, and creating referral opportunities, so you can:

- ✓ Book more appointments
- ✓ Close more sales
- ✓ Earn more money
- ✓ Build instant rapport
- ✓ Make your prospects and clients quickly comfortable
- ✓ Capture attention and make people ask for more
- ✓ Create lasting meaningful connections
- ✓ Make yourself a socially valuable leader
- ✓ Gain peace of mind
- ✓ Have more fun and genuinely be more successful
- ✓ Standout from the competition
- ✓ Become a sales champion

**INCREASE
SALES**

**IMPROVE
COMMUNICATION**

**MANAGE
SUCCESS**

Interactive Online 8 Week Sales Training

Each Week, Colin Christopher discusses and provides psychological tools designed to communicate effectively with prospects, clients, and referral partners. You will learn to create comfort, safety, trust, and loyalty in the mind of your buyers, so that you sell more.



www.manipulatethesale.com

What People Are Saying...

Watch Video Testimonials at www.manipulatethesale.com/testimonials

“The Manipulate the Sale Training was an eye opening experience. I’ve read psychology and self-improvement books before, but this training really made me apply a lot of concepts to directly influence my psyche and consequently my sales.

The exercises we did require a bit of a phase shift and seem strange at first but they work to influence whatever it is you set out to improve in your life – not just sales!

I would recommend this program for those serious about improving their sales and having a mindset shift about how they approach the sales situations. This training gives techniques on how to have your potential clients naturally ask about your product or service instead of trying to pitch it to them like most sales people – and the best part, it feels natural!”

Denis Sakhno

“I was able to identify and pinpoint the differences between someone who just ‘thinks positively’ and someone who truly has mastered their thoughts and has them under control and therefore can produce results. I just wanted you to know that the way that you explained everything, and the organization of how it was put together is immaculate.”

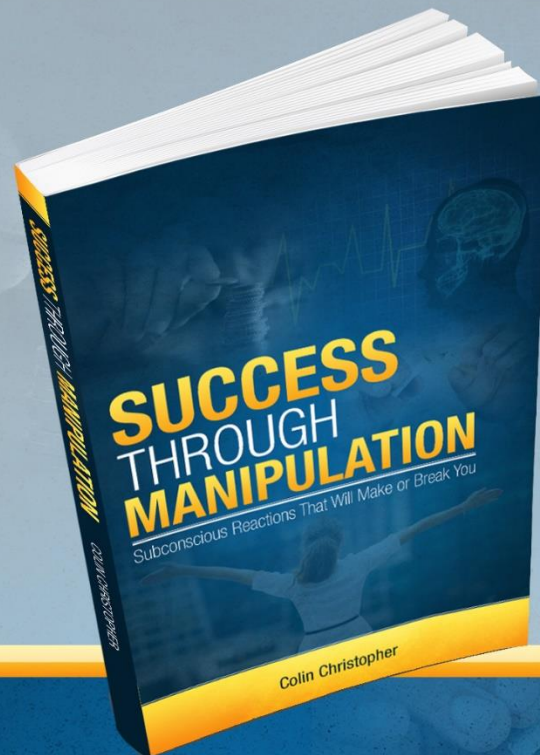
Victoria Luttman

“I just want to say that after taking the Colin Christopher courses, they really made a big difference in my business. One particular area that I have applied to my business and myself is Training the Gatekeeper (the mind). I used to be so scared to make calls – I would assume the result of the call before I even made the call.

Applying the training that Colin had given us, I was able to free myself of pre-conceived notions by training my mind to believe positive things and expect good results. Also, his courses reminded me not to take anything personal in sales calls. If I got an objection, I used to just cave in and proceed to end the call, but after the sessions, and also the one on one session, I am now able to further ask more probing questions without being too pushy.

I apply this same principle in networking situations as well, I try to ask questions about the individual I’m speaking with in order to steer that conversation in the way I want it to go. Due to applying what I have learnt, I was able to win the CIBC Quarterly Achievers Award for Q32017...Thanks Colin...You’re the best :)”

Fiona Dwyer



Success Through Manipulation: Subconscious Reactions That Will Make or Break You tests how you react and think from the moment you hear the title.

Have you ever asked yourself, "Why do I keep making the same bad mistake over and over?"

The reason is simple: Because you're reacting the same way to your environment over and over again.

Success Through Manipulation gives you the tools to identify how your biases, preconceptions and thinking manipulate you so you can stop reacting negatively. It shows you how to become proactive and more successful in all areas of your life!

Download the first 5 chapters free and buy your copy at

www.stmbook.com

About Colin Christopher

Colin Christopher is a keynote speaker, stage hypnotist and sought after authority in hypnosis appearing all over the world on networks like **ABC, CBS, NBC, FOX, ESPN, Global, City, CTV**, and many others.

As a clinical hypnotherapist, hypnosis instructor, and author, Colin has also been featured in hundreds of prominent publications like the **LA Times, Daily Mail UK, Metro New York, ELLE**, and **Psychology Today**.

Visit ColinOnTV.com and watch TV interviews and read many of his feature articles.

Some of his clients include **Lexus, Chevrolet, Buick, GMC, Staples, McDonalds, Bell Mobility, CIBC, TD Trust, BMO, Husky Energy, Ernst & Young, Celebrity Cruise Lines**, and **Princess Cruise Lines**.

As a thought leader, he's shared his unique take on hypnosis and manipulation while sharing stages with world-class celebrity speakers like **Bob Proctor, Steve Siebold**, and **Brian Tracy**.

Off stage, Colin is a clinical hypnotherapist, hypnosis instructor and author of the books: **Success Through Manipulation, Manipulate The Date, Manipulate The Weight, Manipulate The Sale, and Connecting Through Communication**.

Visit Colin's websites to learn more about his one of a kind perspective on thought manipulation and success.

Want more sales training? Check out Colin's free "5 Days to Better Sales Ways" at:

www.ManipulateTheSale.com/BNIU