

Sales maverick @salesmaverick__

6 human biases you can exploit to boost up your sales by 300%: Humans aren't as rational as they think they are. They buy on emotions and justify with logic later. To become a master salesperson, you must learn to exploit these cognitive biases that trigger them to buy.

1. The mere exposure effect

- a. Repeated exposure to something fosters trust & familiarity.
- b. Leverage this by posting the link to your product everyday.
- c. Retargeting people who have visited your landing page will also bring higher conversions than targeting raw prospects.
- d. Repurpose and redistribute your content across multiple platforms.
- e. Convert videos into audio, transcribe audios into blogs, break down blogs into tweets, turn tweets into infographics.
- f. This will boost your organic traffic, and subsequently, sales.

2. Loss aversion

- a. A study has shown that people prefer to not lose something they already have than to acquire something of equivalent value.
- b. Exploit this by making your offer appear risk free.
- c. You can do this by:
 - i. Offering free trials
 - ii. Offering exclusive bonuses
 - iii. Offering money back guarantees

3. The compromise effect

- a. People will choose a middle option over the extreme ones since it's easier to justify and consistent with loss aversion.
- b. When designing your subscription or price plans, put your most desired amount in the middle and give it the best value for money.
- c. This will bring more attention to it and make it more alluring.

4. The framing effect

- a. The way your offer is framed can significantly affect the way it is perceived & received.
- b. Tell people what they stand to lose if they pass up on your offer.
- c. You can also boost up the perceived value of your offer by framing it in comparison to something similar.
- d. Make it so that your offer becomes the no brainer option.

5. IKEA effect

- a. A study has shown that people tend to value a product more if they're involved in its creation, even if they weren't originally interested in being involved.
- b. Involve your audience / customers in your product creation process and they are more likely to convert when you sell it to them.
 - i. Ask for their inputs & expectations
 - ii. Tell them your launch dates and plans
 - iii. Post consistent updates on progress