



# Motivation Oriented Sales (MOS)

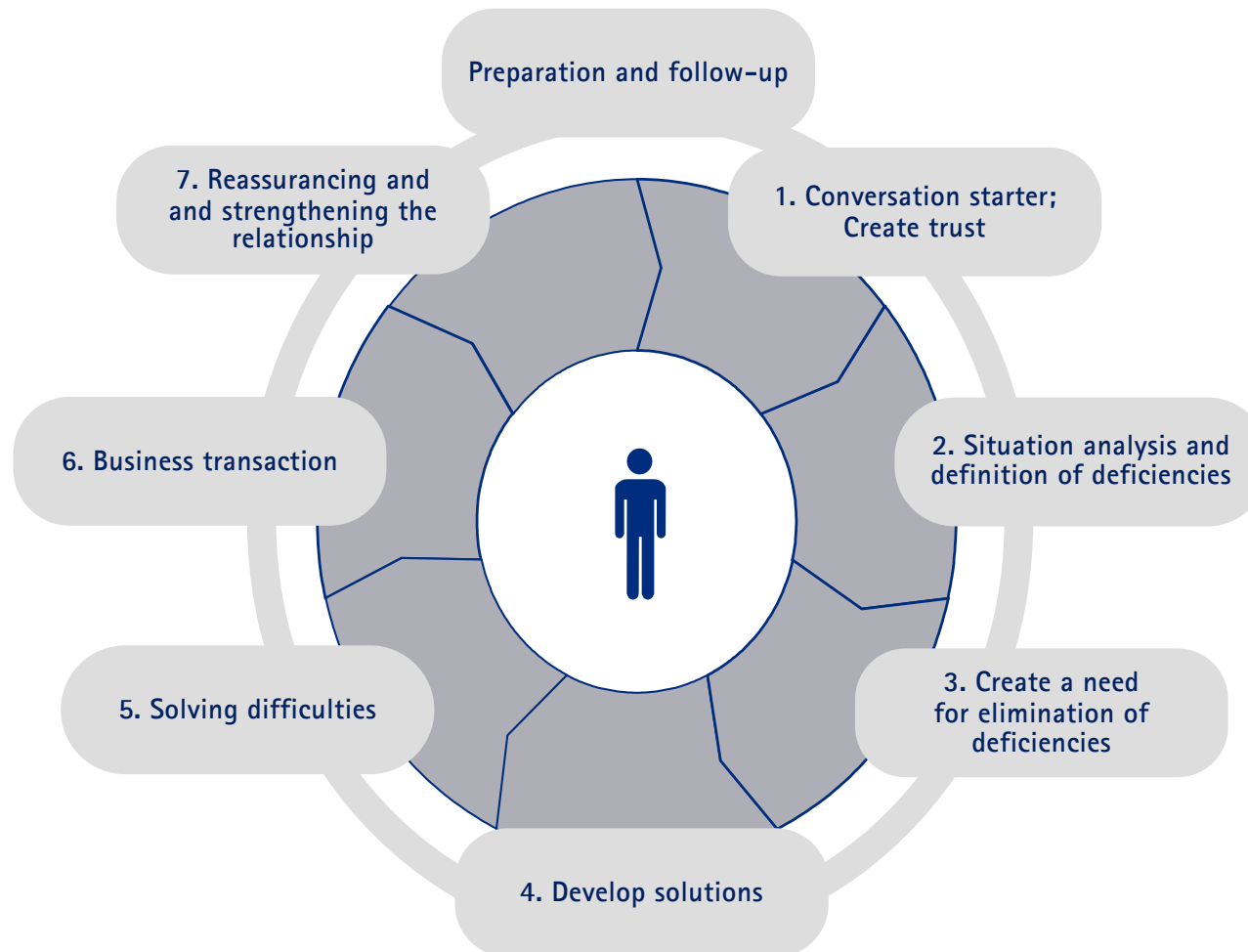
Neuro-psychologically based training for sales staff

# The psychological-neurological based approach is oriented towards customer motivation in the buying process

- High-priced goods are sold in cut-throat competition
- From the customer's point of view, price seems to be the rational basis for decision-making.
- However, new findings in neurobiology prove that people usually decide unconsciously beforehand and only then look for logical arguments to justify the decision.
- The salesperson's task is therefore to reach the customer at the unconscious level, where the decision is made.
- To do this, it is essential to recognise and address the customer's unconscious emotional needs.
- Arguments about product benefits are then adapted and presented to these emotional needs.
- Through the MOS approach, customer advisors even find a new successful approach to customers who were previously perceived as "difficult".

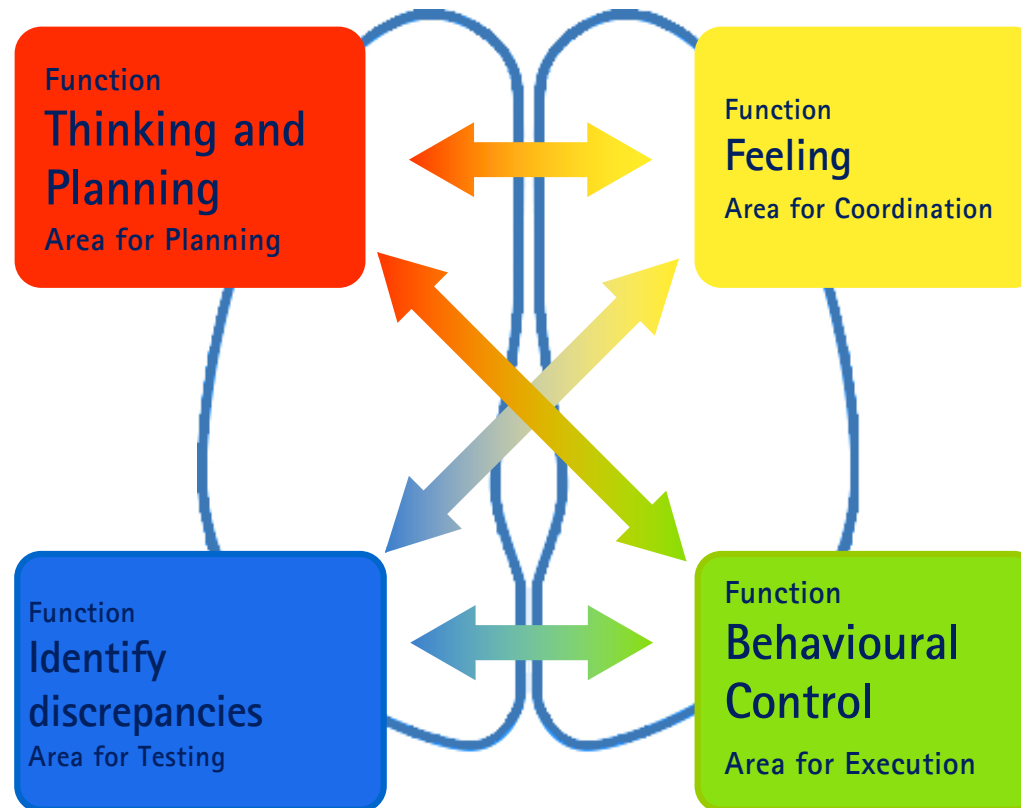


# The foundation for our sales training is the MOS sales process



# Each brain function stands for special abilities

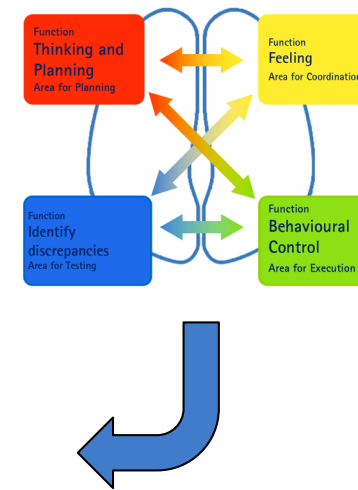
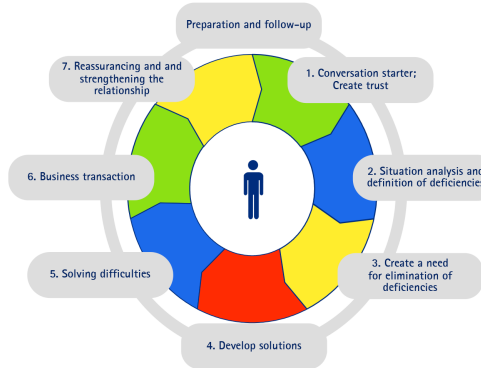
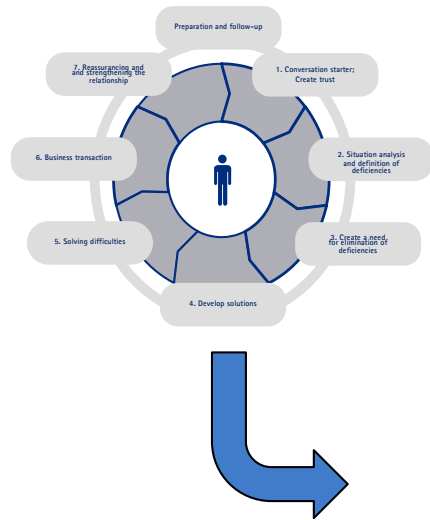
The respective colours stand for the brain functions feeling, thinking and planning, controlling, testing



# How we combine the tried and tested with new scientific findings – Synchronise

Experience: The sales process

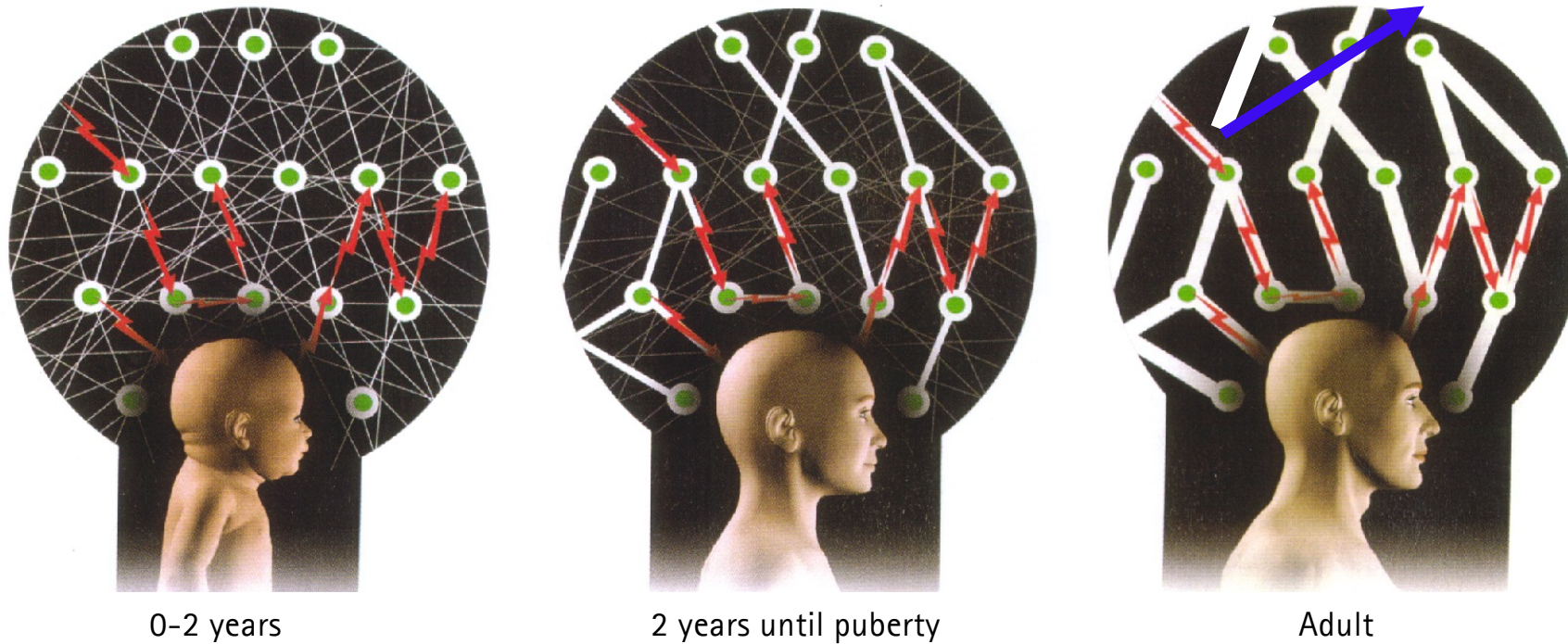
Brain research: The action control model



Convergence: A successful salesperson closes by specifically activating specific emotional-cognitive systems of the customer in each phase of the sales process. Both partners move synchronously through the process.



## The brain is a product of its usage!

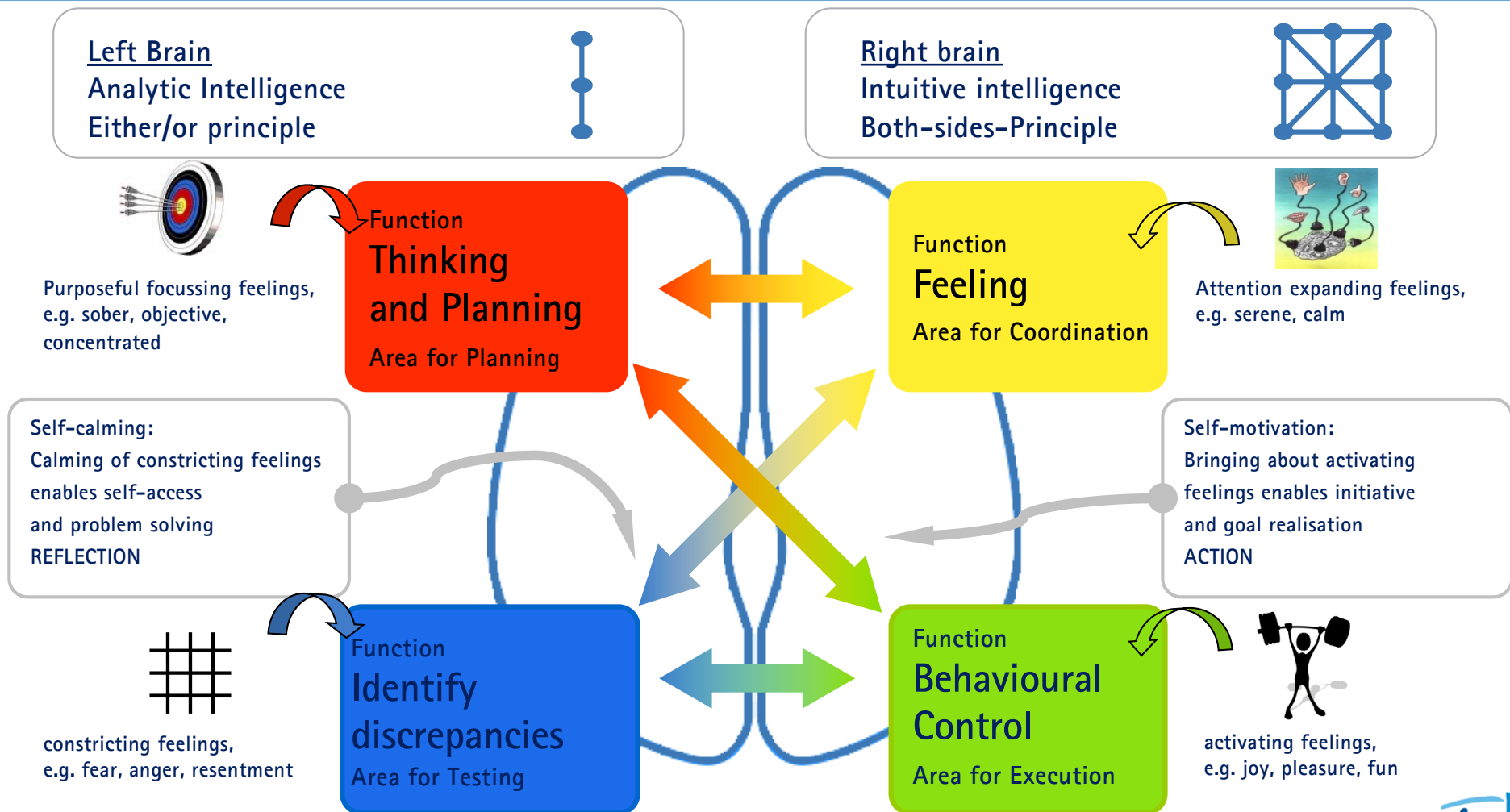


Consciously created behavioural changes cause the brain (also in adults) to remodel itself. Our training approach makes this process conscious and optimises it.



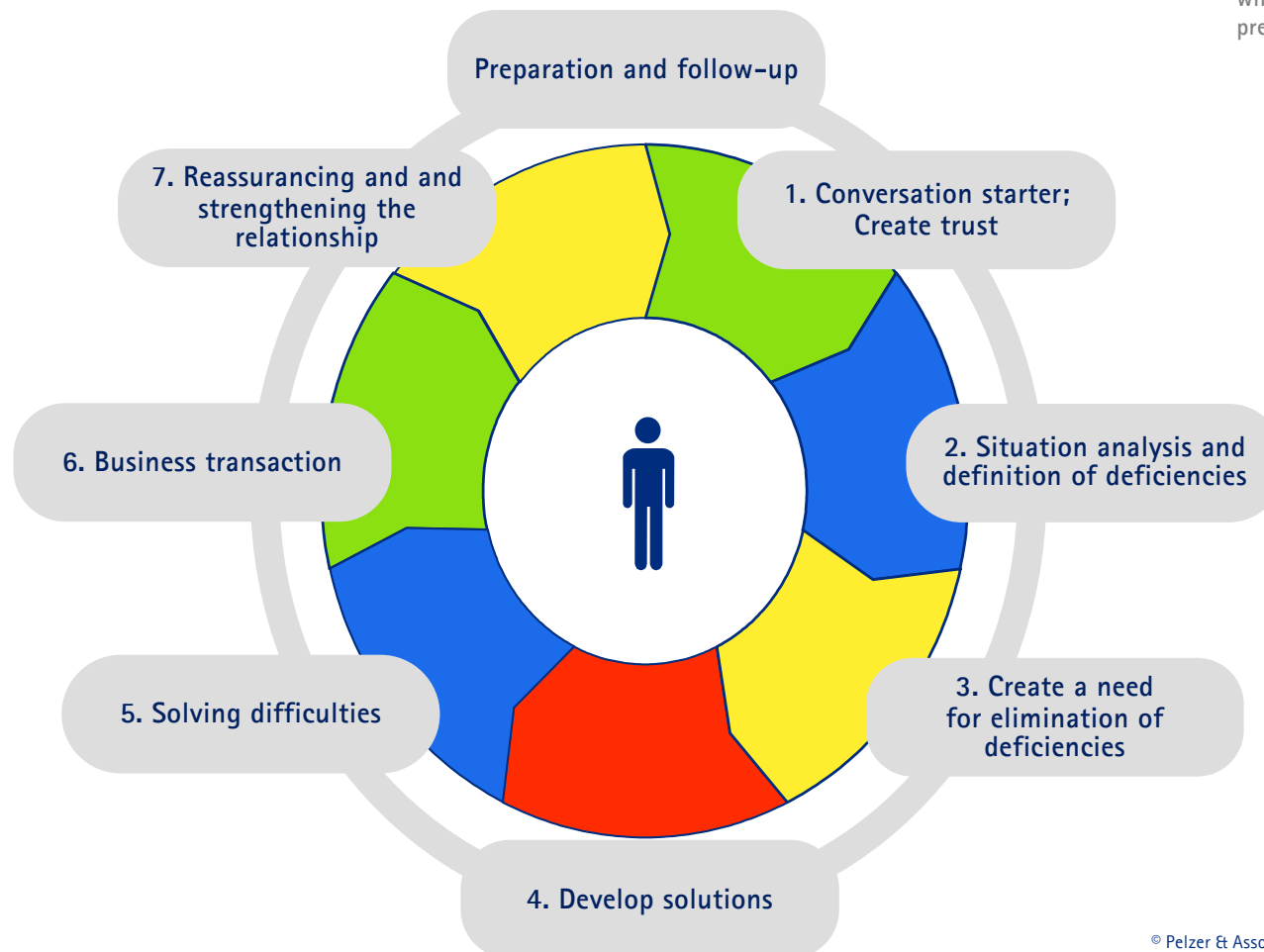
# Each Brain Function stands for Specific Abilities

Synchronisation of challenge and ability through conscious switching



In each sales phase, the consultant learns to activate certain emotional-cognitive systems of the client in a targeted manner <sup>(1)</sup>

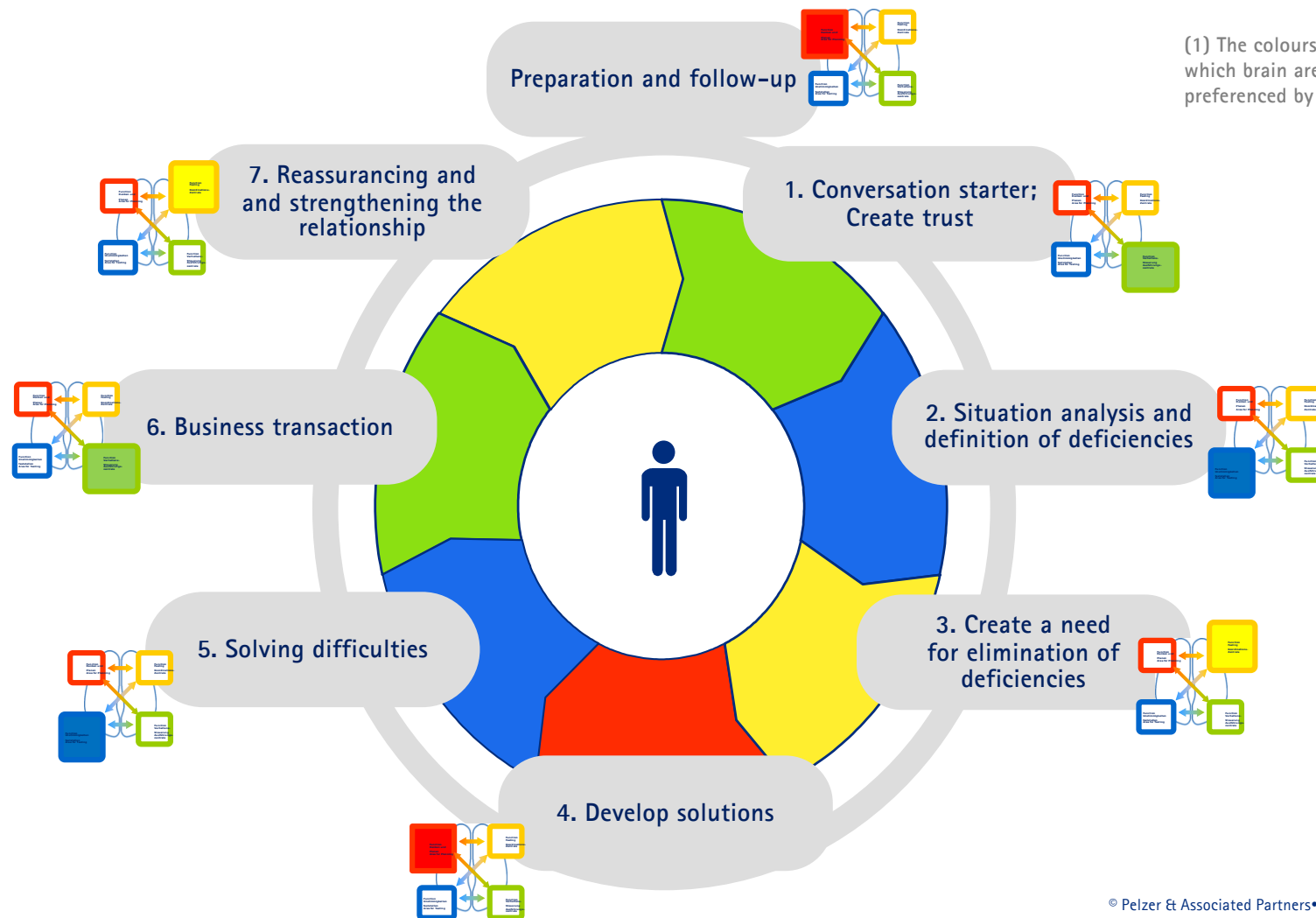
(1) The colours indicate on which brain area should be preferred by the consultant.





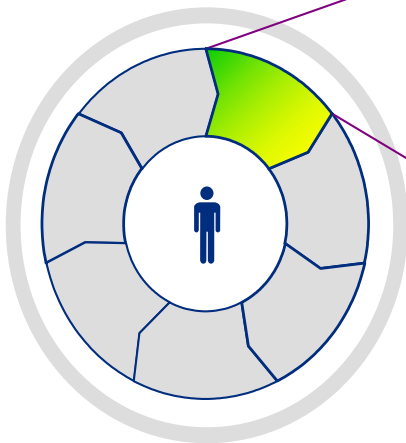
# Shifting to the appropriate gear

The appropriate brain function is switched on for the special task during the phases of a sales talk



**Example:** In phase 1, the consultant activates the interconnected thinking and feeling as well as the intuitive behavioural control.

### Phase 1: Starting the conversation and establishing a basis of trust



#### Goals for phase 1:

- Create a trusting and open atmosphere
- Introduce general goals for the conversation
- Identify the client's wishes and emotional needs (social motives)
- Addressing the customer according to his or her needs

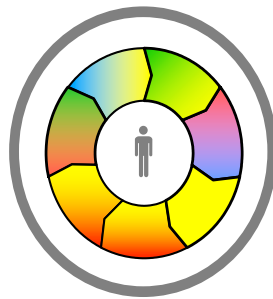
#### This is achieved by:

- Activating the networked thinking and feeling (yellow) and the execution function (green) in the customer.
- Doing something, having something done, pouring coffee
- Movement and physical action, moving the chair
- Activating the associated emotions (yellow - relaxed; green - positive emotional)

The consultant learns to recognise and address the client's emotional needs in order to achieve a positive and relaxed emotional state, which leads to trust and openness.



# Measure personality competences on a functional level and use them as a basis for development.

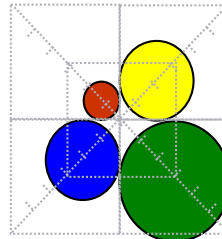


Example: Process in a sales call

The brain model is used to measure how well the brain's functional systems interact during certain tasks.

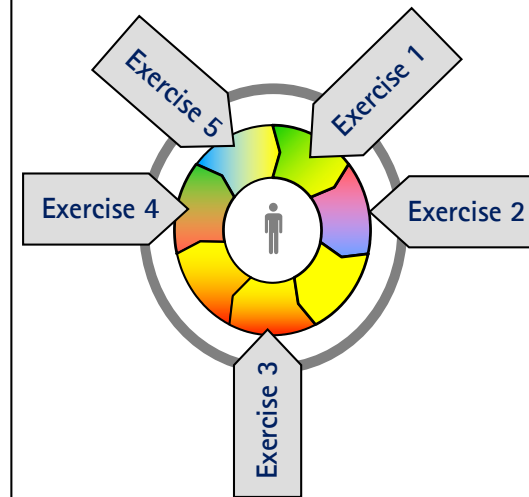
Information processing

Analytical thinking      From the overview



Detail-focused perception      Intuitive behaviour

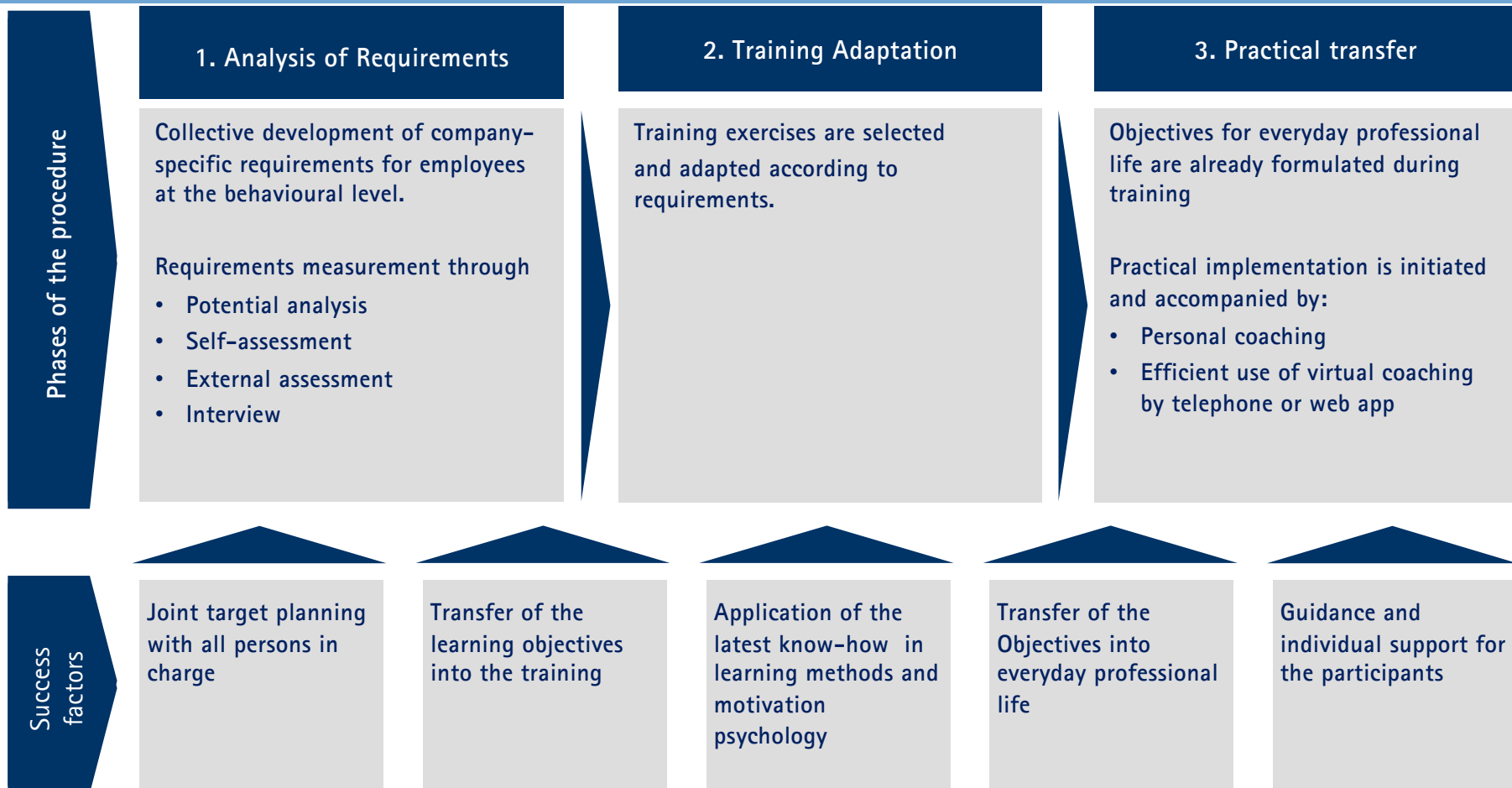
Then individual development opportunities (so-called bottlenecks) are identified at the causal level. Depending on the requirements of the task of the respective function.



All training and coaching focuses on the identified bottlenecks. Efficiency and effectiveness increase significantly. The weakest links in the "chain" are strengthened.



# Our 3-step approach to conception: Analysis of Requirements, Training Adaptation and practical transfer



Wir freuen uns auf Sie



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