HOW TO GET THE YES FROM CLIENTS AND EMPLOYEES

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Why are there veterinarians with great technical and manual skills unable to convince their clients and who stay watching how they go to other practices where they seem to be really understood?

Why great experts in internal medicine, ultrasound or surgery capable of solving difficult clinical cases are unable to solve the slightest domestic challenge with their staff?

What would happen if many of the ideas we have about how people make decisions were wrong?

What would happen if there was a kind of "YES" key in our minds? How would things change if we learned to press that magic key?

Come to this lecture and discover the latest advances in neuroscience and boost your persuasion skills to get more YES daily.

Did you know that countless scientific studies show that an incredible 95% of the thoughts, feelings and decisions we make have a subconscious processing? According to these studies there are some hidden forces that modulate the way we think and act. These decision-making triggers first act on two brain structures called amygdala and limbic system, which constitute what many experts call the primitive brain. And here the information is processed at a speed 250 times faster than we consciously think. Only after passing through the primitive brain, information reaches the cerebral cortex and is processed consciously.

In a way, it is as if we made decisions based on what our primitive brain dictates, but then we try to give a logical explanation with our rational mind.

And if this is so, what factors influence our primitive brain? If we could know what those triggers are, then we could make them help us become more convincing and persuasive when communicating with customers and employees.

In this lecture, the author will introduce you to the world of influence triggers, to the world of the "yes" button.

You will discover the power of contrast, because it is so important for human beings to be able to make comparisons in order to make better decisions. You'll see the incredible effect it had for a professional to throw an absurdly high figure at random when giving a budget and the thousands of dollars he saved from that discovery. And you will also know how a commercial ad with a ridiculous comparison achieved apparently illogical results. You will also see how to use those examples in your own practice.

You will also discover the law of "less is more" by which the primitive brain is governed in its decision-making. We will accompany an American businessman to France and back to America and we will see how, thanks to a luxury toaster, he made a surprising discovery and from which you will get great advantage in your day to day life. And you will also know one of the most surprising social experiments related to decision-making based on the offer of products or services. And if that were not enough, you will have access to the discovery that a famous scientist made about which veterinarians were more convincing and why.

You will also see in this lecture the power of the senses when launching and capturing information. Did you know that a simple drawing can increase the impact of your message more than 6 times, that certain
subtle gestures made in hundredths of a second can change a decision from no to yes? Come to the talk and take some tips to launch your message in a much more attractive way.

Finally, would you like to find out what happened to radiologists in Israel when they included a picture of the patient in the CT scans they had to examine? You will see the impact on people making them see how their actions influence their environment, connecting people with a higher purpose. The result of this study will help you to better motivate your collaborators, to give more meaning to your daily work and to make your clients fall in love.

At the end of this lecture, you will have a set of daily tools that you can use immediately to get more customers and employees.