

WHY the Perfect Persuader's "Unique Surprise Engagement Factor" Kicks Ass Over Written Brochures and Videos on Your Website



A Brief Product Description

The Perfect Persuader is an automated (offline) video presentation system in the form of a custom branded video brochure, in a hard-bound book or folder that:

***SURPRISES & DELIGHTS PROSPECTS and Techs by automatically playing your message, the second the customer opens it.**

(*See the science of dopamine & delight in #3 below.)

The system does NOT require an internet connection, a computer or smart phone. AND because the video starts automatically ... **it does not require anyone to turn it on for your customer.**

It includes a state-of-the-art, built-in micro-thin LCD video screen, hard drive, speakers, and controls - and runs on a rechargeable battery. (Recharging is done through a USB cable.)

"Click to See the Perfect Persuader Delight Demo"

"If wish I had a dollar for every time I saw the reaction of an HVAC tech when they saw the perfect persuader video brochure. As soon as they see it, their faces light up.

They're like - Wow! How do I get this?" - **Rob Ambrosetti, KGG Consulting**

(*See the science of dopamine & delight in #3 below.)



3 Key Things to Consider for Getting Your Message Heard, Your Prospects Engaged, and Making It Easy for Your Techs to Make Residential Sales, ASAP!

1. Videos and Visual Content are an ABSOLUTE NECESSITY in today's digital marketing world.

If you want to stimulate engagement and sales, you need video.

Text-based content is always going to be an integral part of marketing, but to really set yourself apart in the digital era, visual content must play a pivotal role in all your efforts.

When you consider that:

- 65% of people are visual learners,
- 90% of information that comes to the brain is visual, and visuals are processed 60,000X faster than text,
- People don't read your brochures word for word - at best they Scan or Skim through them,
- **People retain almost 95% of a video message compared to 10% of what they read in text.**
- 64% of consumers are more likely to buy a product or services after they watch a video about it.
- **Emotions create buying motives!** And while text content encourages us to "think", video content prompts us to "feel" and think about our needs today.
- **Videos are visual stories, and our brains remember stories 100's of times longer than facts.**

"I bet you can't remember 3 FACTS from your high school science class, but you can remember a STORY about everyone you recognize in your old yearbook."

2. Using the WRONG Video Strategy is DANGEROUS, and MAY Actually Destroy BOTH Your Margins & Your Sales

We hear this question every week ...

"When our Techs are in a home ...

Why do I need the Perfect Persuader to show prospects my video?

WHY can't I just tell them to go to my website and watch it?"

Here's the simple answer: Do you want them to BUY from you today - or shop your competition?

Imagine a Tech comes into your home and suggests you go to their company's website to watch a video while they do their work.

What do I think, and what will I actually do?

For all practical purposes, the Tech has given you another job to do, in the middle of your busy day.

People are generally lazy - so what's most likely to happen?

- ✓ 95% of the time the homeowner will either not watch your video, or not watch it all the way through.
- ✓ WHY? People get distracted instantly when they are online. (That's Facebook's profit model. LOL)

But that's NOT the dangerous part!

Now you have totally LOST control of the situation!

When people go online - they will "Google"
for answers, reviews, and comparisons.



You've already spent a lot of money to get your Tech an appointment.

Your prospect trusted you enough to invite you to their home. They are focused on you.

Why would take the chance of distracting them, or worse yet driving them to your competition?

If they watch your video, and learn something about your topic (like indoor air quality) your video did its job. BUT instead of controlling the situation, you've pushed your prospect online where they can find out what your competition does and how much they charge, for the same thing.

They're going to shop YOU instead of buying from you!

You've wasted your "Trust Advantage" and created a sales nightmare for your Techs.

When your tech comes back - they have lost all control of the situation, or worse yet they GET BLIND SIDED with competitor comparisons questions. Instead of buying questions about your products & services.

- CONTROL & CONSISTENCY -

It's why we have designed the Perfect Persuader to be an offline presentation system, there's NO distraction and your presentation get watched 99% of the time.

3. Understanding the Power of "SURPRISE" and a "Little Brain Science"

Can Turn Your Techs into Consistent Super Salesmen by
Just Answering Questions About Your Products & Services.

The Perfect Persuader System - has something UNIQUE, you just can't get with traditional video presentations.

- ☑ In 99 out of 100 cases its unique "auto-play" feature literally changes your prospects "State of Mind" and makes them **feel surprised and delighted** with what they are holding in their hands, and
- ☑ That surprise instantly triggers curiosity, excitement, and wonder in their brains and makes them amazingly receptive and interested in your message.
- ☑ People can't resist playing the presentation over and over, because their brains are rewarding them with Dopamine that makes them feel pleasure about the experience, about you and your services.

The results can be life-changing for your bottom line ... we have a case where The Personal Persuader's "Delight & Dopamine Engagement Factor" took Tech residential up-sell results from a 10% Close Rate Before the Perfect Persuader to a 50% Close Rate After the Perfect Persuader

If you would like to see a demonstration - [click here](#)
If you would like to understand WHY keep reading



Nerd Alert:

We're going to quote some scientific studies in the next few paragraphs.

- As hard as it may be ... pay attention and think how you can use this information.
- Putting these insights into action, will not only make you a pile of additional income, they will also turn your prospects and customers into RAVING FANs, who NEVER forget you or your services, and recommend you to their friends & family over and over again.

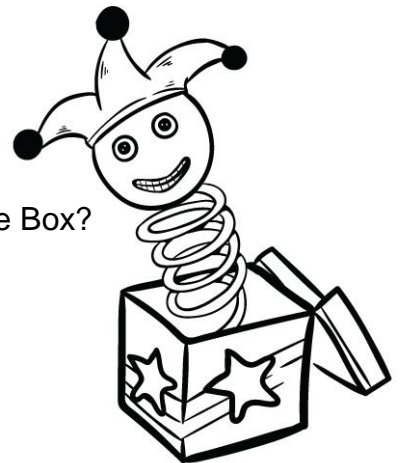
I need to ask you a few important questions - that will seem kinda silly.



- ❖ Have you ever played Peek-A-Boo with a baby?
- ❖ What made it so "Delightful" and fun for the child?
- ❖ Have you or your kids ever played with a Jack in the Box?

The answer to BOTH the underlined questions is ...

SURPRISE!



From birth - Humans are hard wired to focus on and remember a surprise.

Q: Why is "Strategic Surprise" your BEST friend when it comes to HVAC Residential Up Sells?

A: It ethically positions your prospects to be curious and in a receptive learning and buying state of mind.

"Why is surprise important? It turns out that surprise works on the **dopamine system** in our brains, helping us to focus our attention and inspiring us to look at our situation in new ways."

https://greatergood.berkeley.edu/article/item/why_humans_need_surprise

"Dopamine plays a role in how we feel pleasure. It's a big part of our unique human ability to think and plan. It helps us strive, focus, and find things interesting."

<https://www.webmd.com/mental-health/what-is-dopamine#1>

"When we're surprised our emotions intensify by as much as 400 percent."

Taken by Surprise: Tania Luna at TEDx <https://www.youtube.com/watch?v=6JrbL4gBg-c>

"Surprise is your brain's way of alerting you to pay attention, which in turn activates curiosity, excitement, and wonder—key elements to absorbing information."

<https://splinternews.com/science-explains-why-surprise-brings-us-pleasure-1793846784>

"Studies have shown that surprise actually drives the motivation to learn"

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3858647/>

"We find that so-called pleasure centers in the brain do not react equally to any pleasurable substance, but instead react more strongly when the pleasures are unexpected," Emory neuroscientist Gregory Berns adds. "This means that the brain finds unexpected pleasures more rewarding than expected ones, and it may have little to do with what people say they like."

<https://www.scientificamerican.com/article/neuroscientists-learn-whv/>

In their book **Surprise: Embrace the Unpredictable and Engineer the Unexpected** – April 7, 2015
Tania Luna, and LeeAnn Renninger PhD make these key points:

"Surprise cuts through all distractions ...

- ✓ surprise hijacks all our mental processes,
- ✓ everything that we're doing and thinking it stops it, it pulls our focus into one thing,
- ✓ it directs us onto the thing that surprised us (Like the Perfect Persuader Presentation Brochure)
- ✓ so surprise literally stops us in our tracks - and it plugs us into the moment"

**"Our cognitive resources are basically hijacked and pulled into the moment ...
its like your brains way of telling you - hey this is something you don't know yet pay attention."**

4 Things We've Learned After 10,000's of HVAC Perfect Persuader Presentations:

1. The Surprise of the Perfect Persuader gets your prospects to happily watch & remember your presentation.
2. Because they can't get distracted - your prospects are totally focused on WHY they need a solution to the problem you presented, today. They have FAITH & TRUST they are making the right decision, because they came to the decision on their own - without a salesman breathing down their neck.
3. It shifts your prospect's perspective about your Techs. Instead of being sleazy salespeople trying to get people to read a brochure, the system positions your Techs as teachers, who have the answers to your prospect's problems. This makes training and motivating your team, much quicker, easier, and cheaper.
4. Your Techs will actually make consistent presentations & YOU'LL MAKE A LOT MORE MONEY!

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