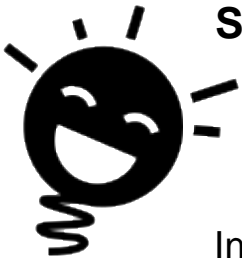




The 4 Psychological Reasons The Perfect Persuader Video Book System Creates Such Magical Sales Results

The Perfect Persuader is an automated (offline) video presentation system in the form of a custom branded video in a brochure, a hardcover book or folder that **SURPRISES & DELIGHTS Prospects and Techs by automatically playing your message the second the customer opens it.**

[\(For a demonstration click here\)](#)



Surprise and Delight - "I've NEVER seen anything like this!"

The Perfect Persuader System - has something UNIQUE, **YOU CAN'T GET** with traditional video presentations.

In 99 out of 100 cases its unique "auto-play" feature literally changes your prospect's "State of Mind" and makes them feel surprised and delighted with what they are holding in their hands.

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.

Why is this "**Surprise Dopamine Factor**" so important?

1. "Surprise cuts through all distractions, and hijacks all of our mental processes, making us focus on one thing - Your Presentation.
2. "All our cognitive resources are basically hijacked and pulled into the moment.

It's like your brains way of telling you - hey this is something NEW you don't know yet - pay attention."

[\(If you want to know more and see the science - Click Here\)](#)



Simplicity - "It's Dummy Proof for Your Techs & Prospects"

Everything works automatically, just open the book and the video plays right inside the presentation book. (Our brains, and people over 50 - love simplicity.)

- There's NO NEED to worry about technology or internet connections working.
- It DOES NOT REQUIRE anyone to turn it on to get it stated.
- There's NO NEED to send prospects online, to get lost or look at your competition.

"There's NOTHING for your Tech to worry about, because they know The Perfect Persuader - will always make a perfect presentation, EVERY TIME.

AND: "The Perfect Persuader eliminates the need for 90% of your sales training, because it positions the Tech as an educator, who simply has to answer the customers questions about your products, instead of a master salesman.



Effortless Consistency - "The Unit NEVER gets tired or forgets!"

- **You'll finally have consistent presentations** ... because the perfect persuader, never gets tired, never forgets to say all the right things, and never is in a bad mood from fighting with traffic or their spouse.
- **The perfect Persuader takes the STRESS out of selling** ... by automatically doing the 2 hardest things for most technicians; bringing up the sales topic, and then consistently educating the customer on the reasons WHY the topic is so important.
- **Your tech's mind set changes:** There's less fear and intimidation because they are using a cutting edge piece of technology that does the hard work for them ... putting them into the comfortable and natural position of "**EDUCATOR & SOLUTION PROVIDER,**" instead of a commission salesman.



Creates an "INSTANT Buying Motive" in your prospect's mind.

Today's customers are looking to solve problems!

- You must instantly grab your prospects attention with their BIG Problem.
- And then prove to them you have the solution that gets to the cause of that problem, and not just the symptoms.

"A Perfect Persuader Presentation feels like a mini documentary informing and educating your prospect about their BIG Problem, and that creates questions in their mind - so they naturally ask your Tech for answers."

"The SAD truth is... Salespeople can learn techniques, closes, systems of selling. And none of them are more powerful than someone wanting to buy.

In fact, all of them are useless if someone doesn't want to buy, or is afraid to buy or doesn't like the person he or she is buying from.

Creating "Buying Motives" in your Prospect's mind is a million times more powerful than selling skills."

Prospects Are Finally Paying Attention to Our Message (NO Distractions)

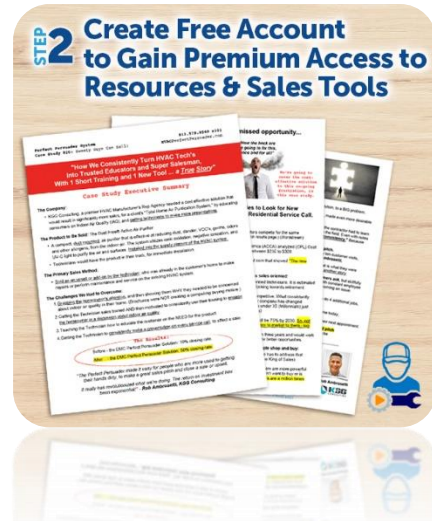
The Perfect Persuader video engages prospects in a "Fun and Cool Way" they have never seen before. People love it. The results PROVE it. All they need to do is open the book, no internet connection or special equipment needed.

We've spent a fortune on beautiful **brochures, but they NEVER gotten this level of engagement with the prospects or with the Techs.**
Using the video book makes the Techs proud of their company.

There's NO distractions.

"We have had videos online for years - but we would lose people trying to give them instructions, and worse yet - when they went online, they shopped our competitors. Never happens with the Perfect Persuader."

Get Started with our 3 Step Plan!



Book Your Strategy Call with Founder, Devin Herz at www.HVACperfectpersuader.com



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