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# kenttrainers

## The Jumping Boy's Top Tips for September

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Course coming up at Chilston Park, Lenham.

- [Digital Marketing](#) - 5<sup>th</sup> and 6<sup>th</sup> September (2 day course)
- [Minute Taking](#) - 8<sup>th</sup> September
- [Telephone Sales](#) - 12<sup>th</sup> September
- [Management Programme](#) - 15<sup>th</sup>, 22<sup>nd</sup> and 28<sup>th</sup> September (3 days)
- [Team Leadership](#) - 19<sup>th</sup> and 20<sup>th</sup> September (2 day course)
- [Supervisory Management - Introduction to First Line Management](#) - 20<sup>th</sup> September
- [Presentation Skills](#) - 20<sup>th</sup> September
- [Time Management](#) - 21<sup>st</sup> September
- [Sales Negotiations](#) - 21<sup>st</sup> September
- [Recruitment and Selection](#) - 27<sup>th</sup> September
- [Communicate Assertively and with Confidence](#) - 27<sup>th</sup> September
- [Managing Poor Performance and Difficult Behaviour](#) - 28<sup>th</sup> September

### **The science of selling - understanding the thinking of your customer**

As humans we are rational, basing our decisions on the information presented to us. It doesn't matter how the information is presented, we always come to the same decision given the same data, right? Well maybe not.

Behavioural Economist [Dan Ariely](#) spotted this rather odd advert for The Economist magazine subscriptions:

The Economist
\$59 - for online only
\$125 – for print only
\$125 – for both print and online

He thought having the same price for both print and print and online options was intriguing so he asked a group of his students which they would choose. The results were:

- online only - **16%**
- print only - **0%**
- both print and online - **84%**

So the print only option was redundant. Or was it?

He tried another experiment with a different group of students missing out the print only option. The results were:

- online only - **68%**
- both print and online - **32%**

The seemingly redundant print only option altered the students' perception of the value of the print and online options, without costing the advertiser anything. See Dan Ariely describing his experiment [here](#).

There are lots of ways that data can be presented that can alter the perception of value to the buyer and help you sell your product or service.

Learn more on our [Digital Marketing](#) course on 5<sup>th</sup> September and our [Sales Negotiation](#) course on 21<sup>st</sup> September.

Learn about presenting data to help you manage more effectively on our [3 day Management Programme](#) starting 15<sup>th</sup> September.

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