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The Jumping Boy's Top Tips for September

Course coming up at Chilston Park, Lenham.

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

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

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Find out more about our full training programme at www.kenttrainers.co.uk, or call our office on 01732 808185.

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