

From the Authors of the *New York Times* Bestseller *Call to Action*

Waiting for Your Cat to Bark?



CD INSIDE!

Includes:

80 min. Video Seminar
plus \$50 credit for

YAHOO!
Search Marketing*

**Persuading
Customers
When They
Ignore
Marketing**

BRYAN & JEFFREY EISENBERG

with Lisa T. Davis

Foreword by Murray Gaylord, VP of Brand Marketing, Yahoo!

A PDF COMPANION TO THE AUDIOBOOK

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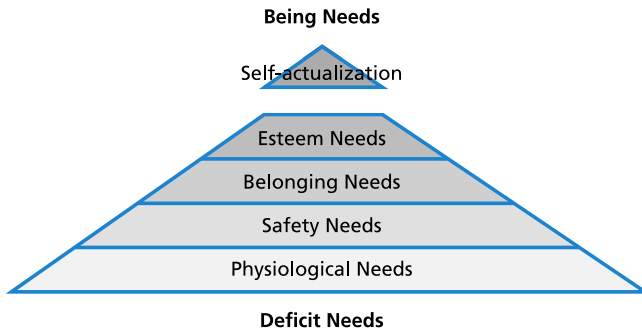
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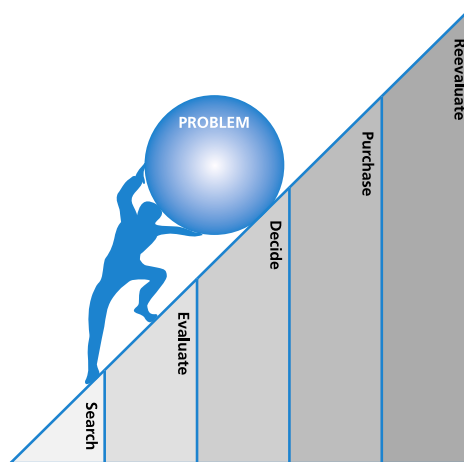
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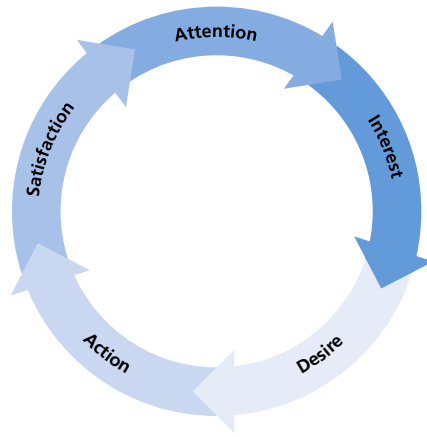
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Experiencing the Brand

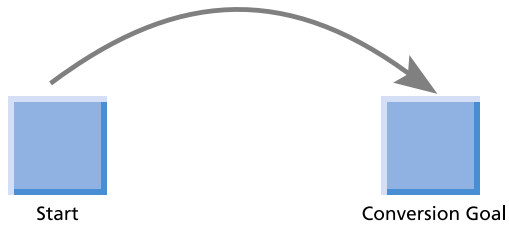


How Customers Buy

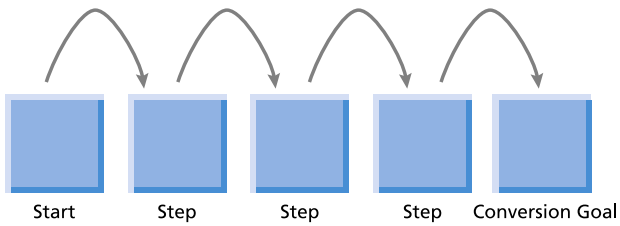




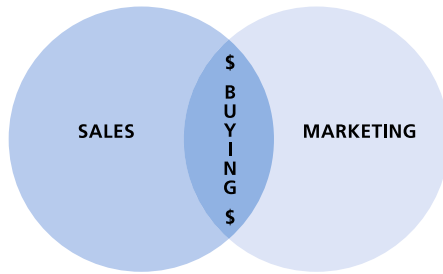
Macro Actions



Micro Actions



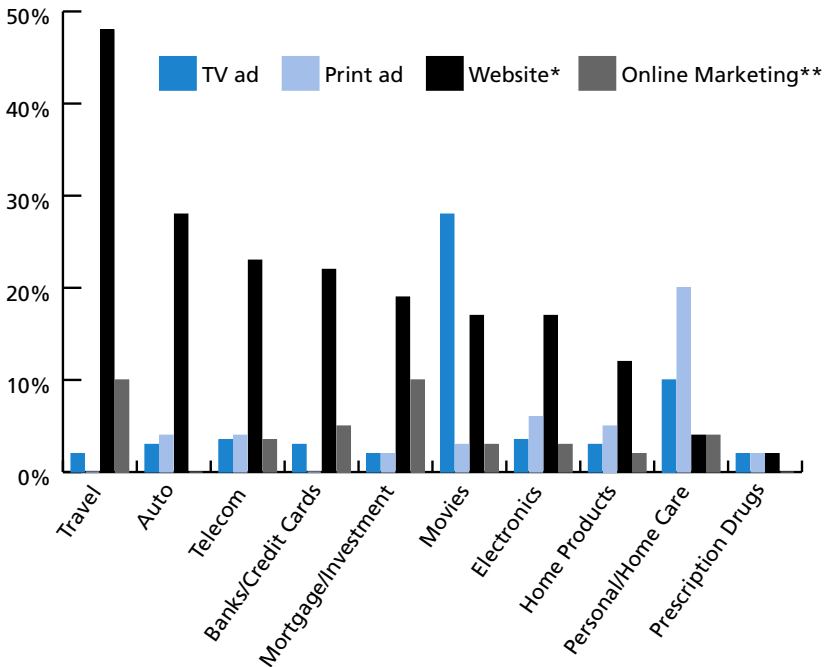
Marketing and Sales Collide



A Web of Interactivity

Influences on Buying

"Which of the following most influenced your decision to purchase this product/service?"



* "Website" includes both official company website and third-party websites

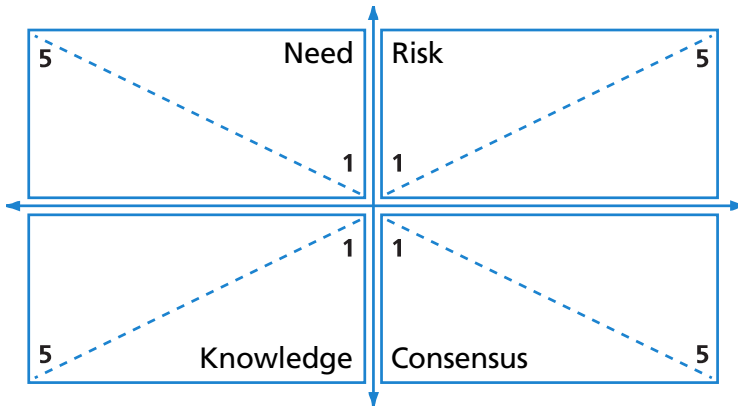
** "Online Marketing" includes web advertisements and email programs

Source: DoubleClick Touchpoints III, 2005

Disclosing the Necessary

	Known to Self	Unknown to Self
Known to Others	OPEN	BLIND
Unknown to Others	HIDDEN	UNKNOWN

The Topology of a Sale



The Human Operating System

The Sixteen Types			
ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

Dichotomies	
Extroversion	Introversion
Sensing	INtuition
Thinking	Feeling
Judging	Perceiving

- 1. Sensing/Judging (S)
- 2. Sensing/Perceiving (SP)
- 3. Intuitive/Feeling (NF)
- 4. Intuitive/Thinking (NT)

Temperament			
(SJ, SP, NF, NT)			
iStJ	iSfJ	iNFj	iNTj
iStP	iSfP	iNFp	iNTp
eStP	eSfP	eNFp	eNTp
eStJ	eSfJ	eNFj	eNTj

- 1. Methodical (S)
- 2. Spontaneous (SP)
- 3. Humanistic (NF)
- 4. Competitive (NT)

	Logic	Emotion
Fast	Competitive (What)	Spontaneous (Why)
Slow	Methodical (How)	Humanistic (Who)

