

A photograph of a person's hands typing on a laptop keyboard, with a dark, semi-transparent overlay covering the entire image. The text is overlaid on this background.

Sales and Marketing Psychology Workshop

Bezhan Rustamov, Ph.D.

AGENDA



Key Sales Psychological Techniques



How Crises Help in Making Decision?



Management of Digital Marketing



Q&A



Key Sales Psychological Techniques

01 KNOW YOUR CUSTOMERS

02 CUSTOMERS DO WHAT OTHERS DO

03 PERCENTAGE TERM IS FAVORABLE FOR CUSTOMERS



Key Sales Psychological Techniques

04 CUSTOMERS COMPARE DISCOUNTED PRICES

05 CUSTOMERS LIKE TO SEE VISUAL ADVERTISEMENTS

06 ANY ADVERTISEMENTS ATTRACT CUSTOMERS

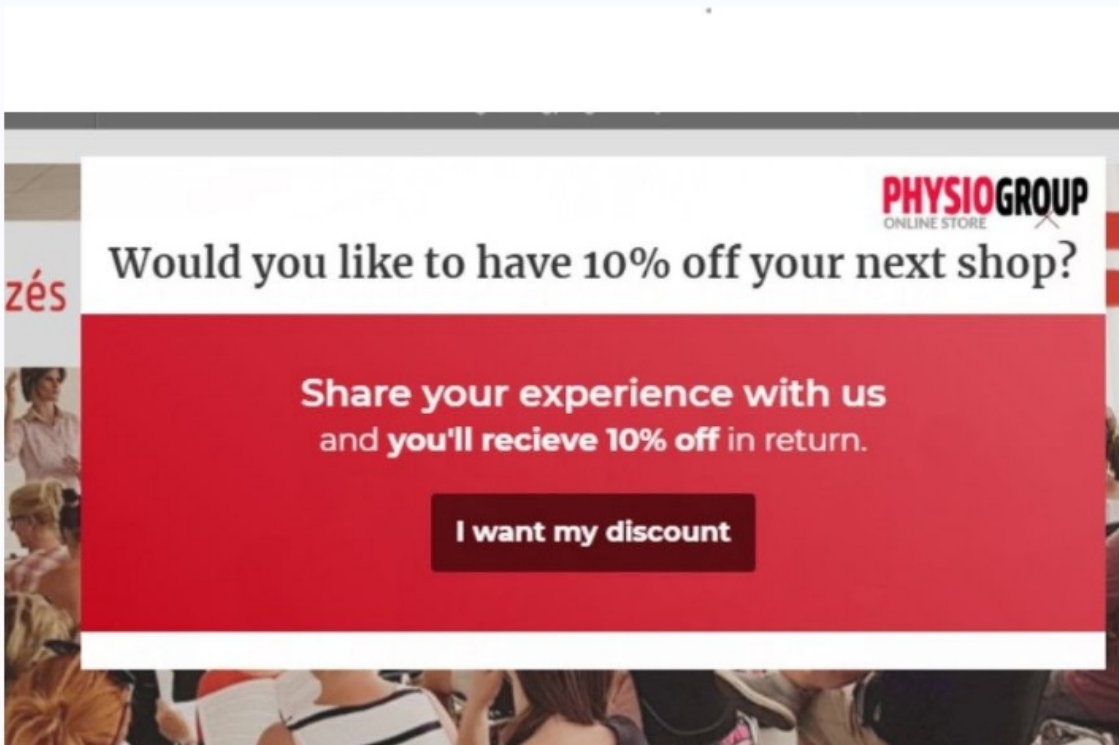


Key Sales Psychological Techniques



1

Know your Customers



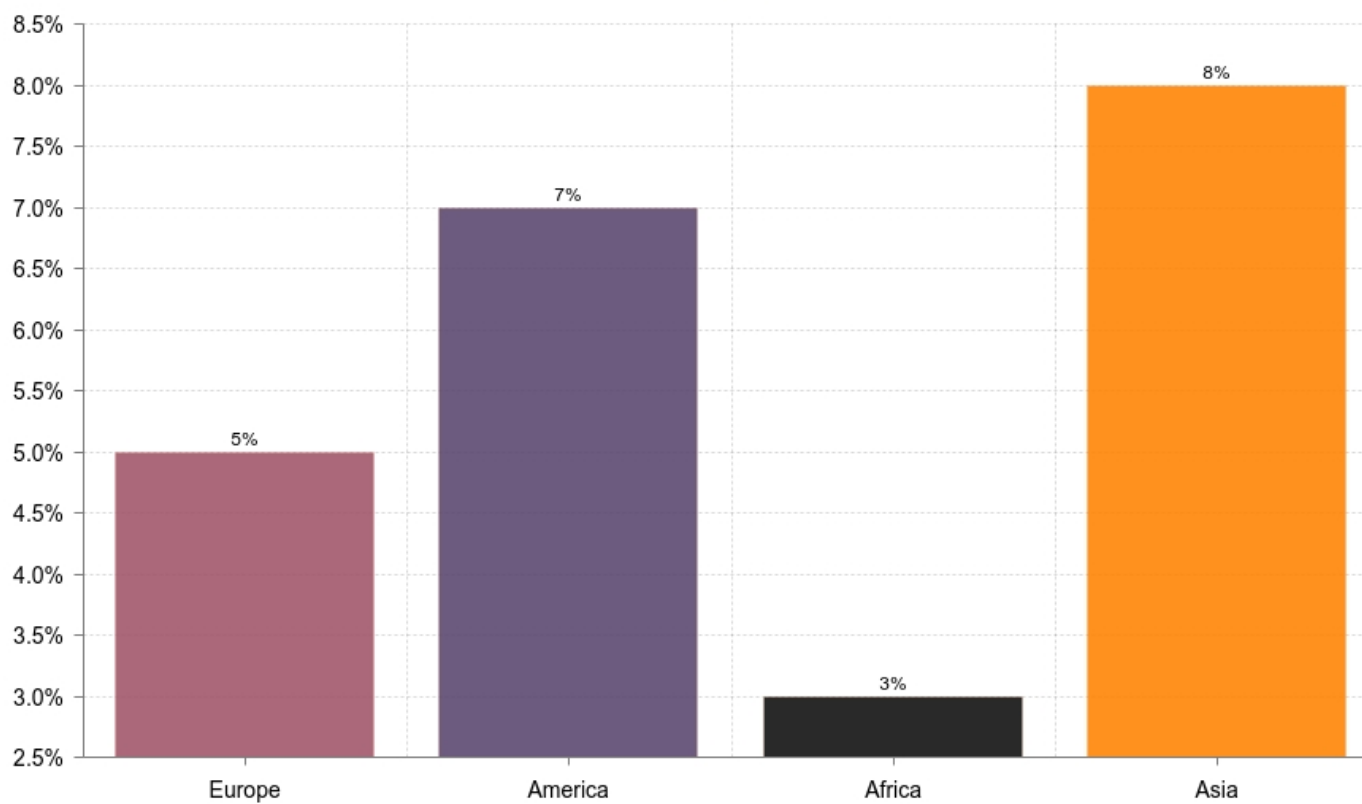
Have more information about your customers. Even small piece of information will help you increase your sales.



STATISTICS

INCREASE IN SALES

Default





Key Sales Psychological Techniques



2

Customers Do what Others Do



**When Customers told what others prefer,
they will follow others' preference.**

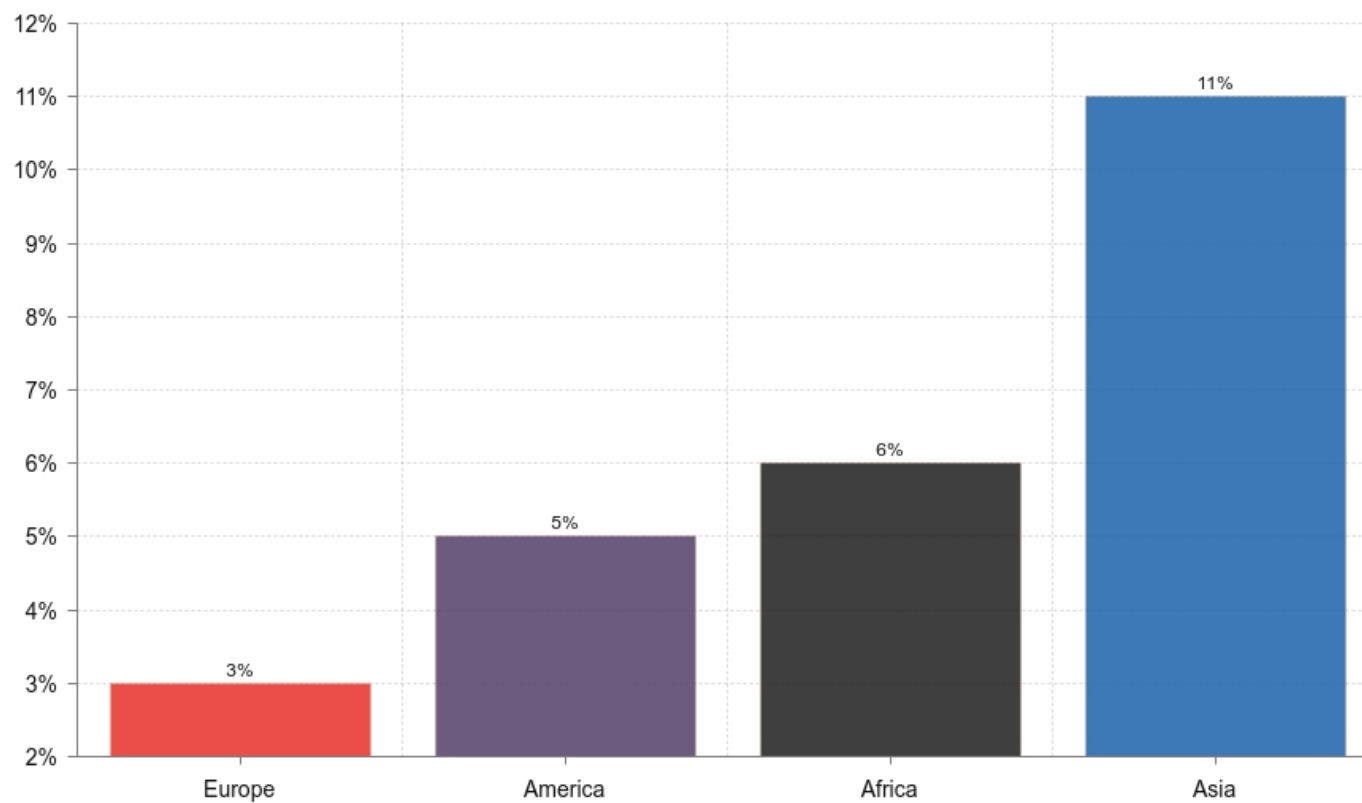
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STATISTICS

INCREASE IN SALES

Default





Key Sales Psychological Techniques

3 Percentage Term is Favorable for Customers



Discounts in Percentage is always attractive to customers, rather than in monetary values.

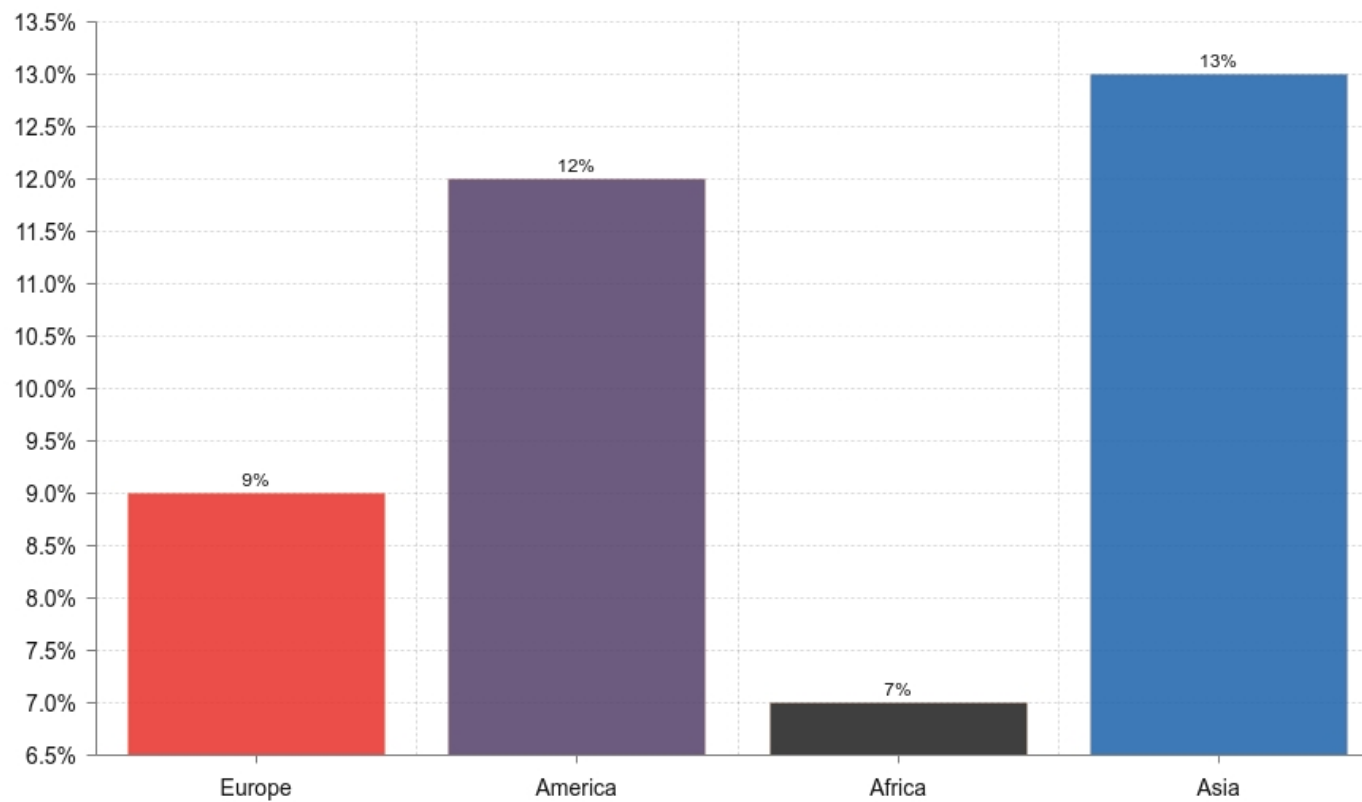
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STATISTICS

INCREASE IN SALES

Default





Key Sales Psychological Techniques



4

Customers Compare Discounted Prices

Plan	Original Price	Discounted Price	Savings	Additional Offer
3 MONTHS PLAN	\$29	\$21.75	Save 7.25	Get BitTorrent Proxy + Free VPN
1 YEAR PLAN	\$89	\$66.75	Save 22.25	Get BitTorrent Proxy + Free VPN
2 YEARS PLAN	\$129	\$96.75	Save 32.25	Get BitTorrent Proxy + Free VPN + Free Trial 7 days



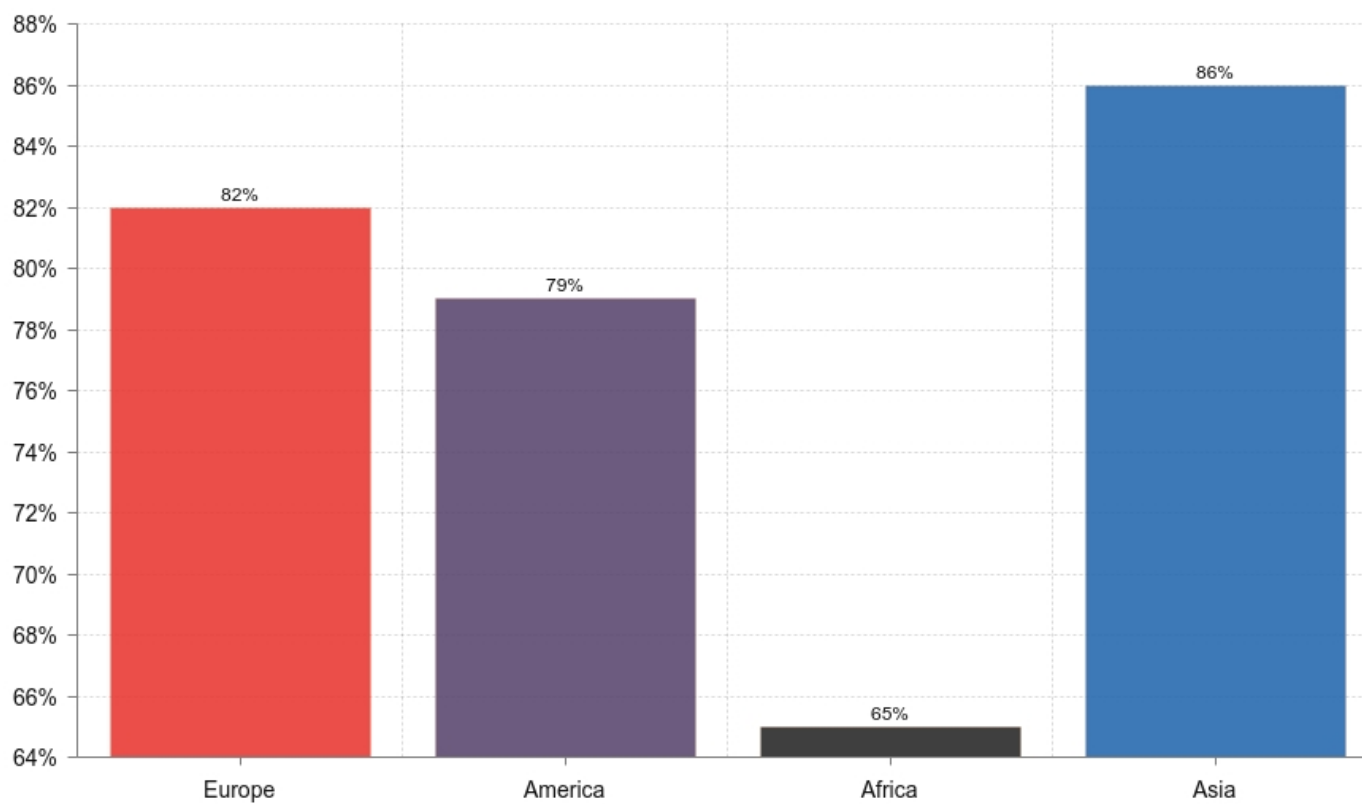
Customers always compare discounted prices with the original price tags.



STATISTICS

PERCENTAGE OF CUSTOMERS

Default





Key Sales Psychological Techniques



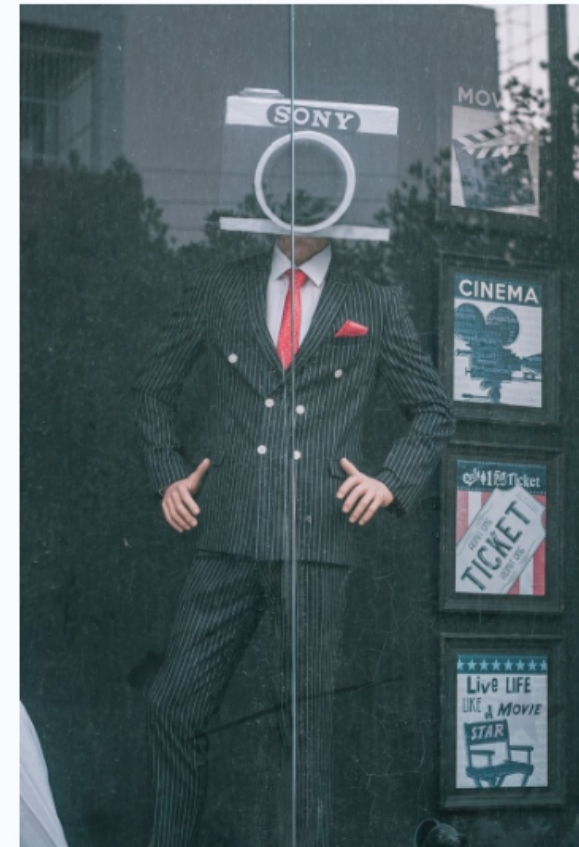
5

Customers Like to See Visual Advertisements



Visual representation is always remembered.

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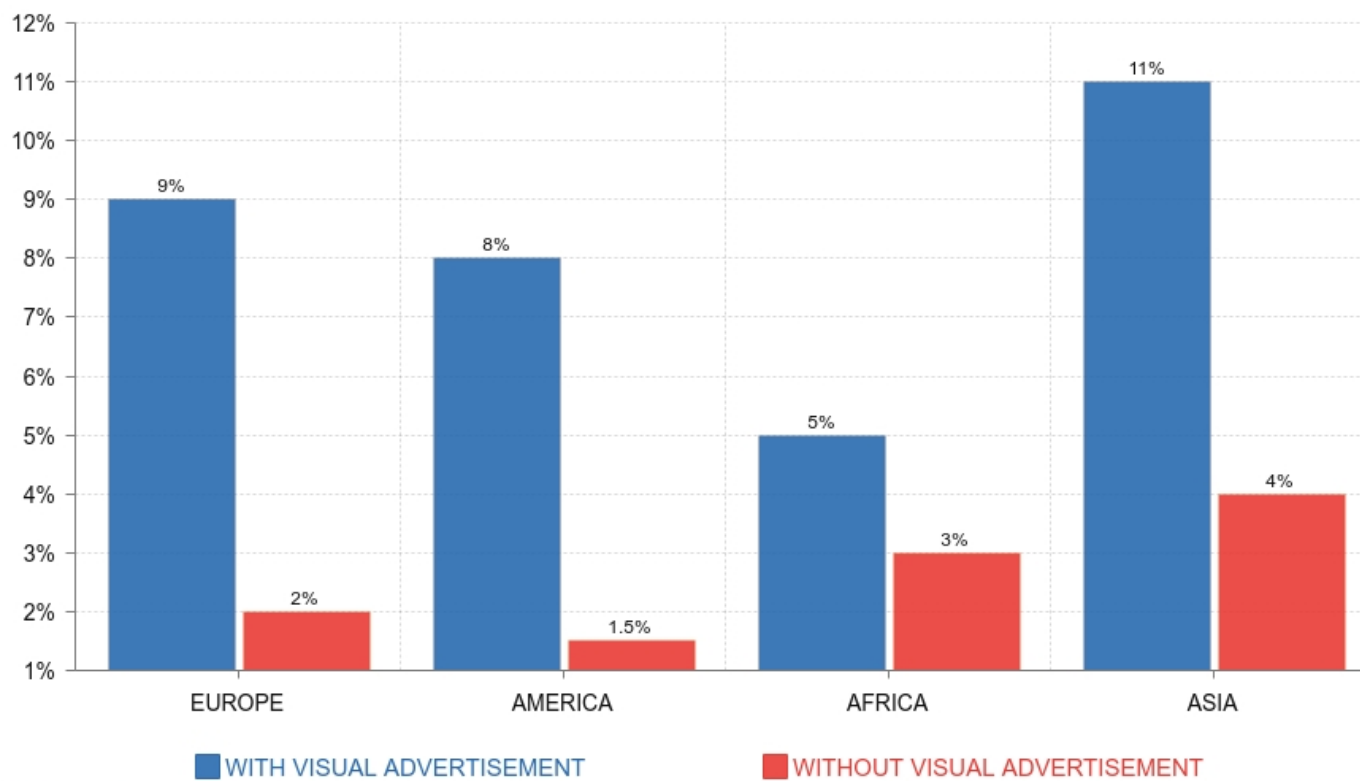




STATISTICS

COMPANIES WITH VISUAL ADVERTISEMENT

Default





Key Sales Psychological Techniques



6

Any Advertisements Attract Customers



Customers notice the product everywhere after seeing the advertisement or hearing about the product.

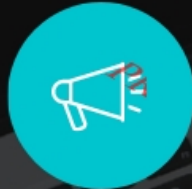
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HOW CRISES HELP IN MAKING DECISIONS?

**New Services &
Products**



New Ideas



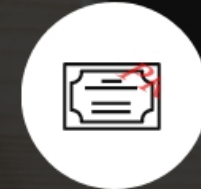
**New
Advertisement
Methods**



**Change in
Revenue**



New Projects



MANAGEMENT OF DIGITAL MARKETING



CREATING 60 POSTS IN A DAY

CREATING VIDEOS

CREATING SLIDESHOWS

CREATING IMAGES



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THANK YOU



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