

BUFFALO, NY, November 25, 2013 **/24-7PressRelease/** -- Drawing from his years of experience in two seemingly unrelated professions - sales and hypnotism -- McLaughlin wrote *Becoming the Customer* to fill the void he sees between traditional sales trainings and how people actually buy. "For almost a century, sophisticated advertisers have understood that most human communication is non-verbal. We buy based on emotion. Yet most sales trainings don't recognize these basic facts. It's time for on-the-ground salespeople to be equipped with this information too," says McLaughlin.

A 25-year sales professional, McLaughlin became a hypnotist almost by accident. "A freak cancer diagnosis ten years ago really got my attention," he says. That diagnosis led him to methods for strengthening and healing his body, and ultimately to hypnosis. "Think the placebo effect," he says.

From this practical grounding in subconscious influence, it was a short hop to incorporating these effective principles into the repertoire of a salesperson. "I had to write *Becoming the Customer*," he says. "The ideas were too powerful to keep bottled up."

McLaughlin takes his philosophy on the road, speaking at national sales conferences and training corporate sales teams. He finds that his message - sales is not about numbers, it's about human beings - resonates with his audiences. "People are tired of being driven solely by data. Empirical information is useful, but will only get you so far. You still need to be able to understand what motivates the customer in front of you. This is what takes salespeople to the next level of excellence and generates greater revenues for their organizations."

McLaughlin has some big fans in the world of elite executive coaching, including New York Times bestselling author Marshall Goldsmith, named America's preeminent executive coach (*Fast Company* magazine). Goldsmith says, "*Becoming the Customer* is really about becoming a better salesperson. If coffee is for closers, then Peter has definitely earned a double cappuccino."

McLaughlin's www.becomingthecustomer.com is the hub for his book and for BTC Sales Training, which provides sales intelligence, realistic, role-play-based training, and coaching modeled on his book, *Becoming the Customer: Empathy, Influence, and Closing the Sale*. BTC is dedicated to educating and equipping professional salespeople with the principles and techniques of subconscious influence inherent in the sales process, creating a method to stand in the shoes of the customer.

Sales Trainer and Hypnotist Publishes Sales Psychology How-To Book

Written by Australian Business

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