

The Biology of Sales™

The Biology of Sales™ studies the human experience of selling.

Traditional sales education teaches **what to do**.

The Biology of Sales™ studies **what happens to the human being while they're trying to do it**.

It explores how uncertainty influences the brain, nervous system, emotions, behavior, and decision-making during the sales process.

Why does someone who knows the script still hesitate to make the call?

Why does a confident salesperson suddenly become anxious before walking into a business?

Why do so many talented people quit sales, even after investing in books, courses, and coaching?

These are the questions that define The Biology of Sales™.