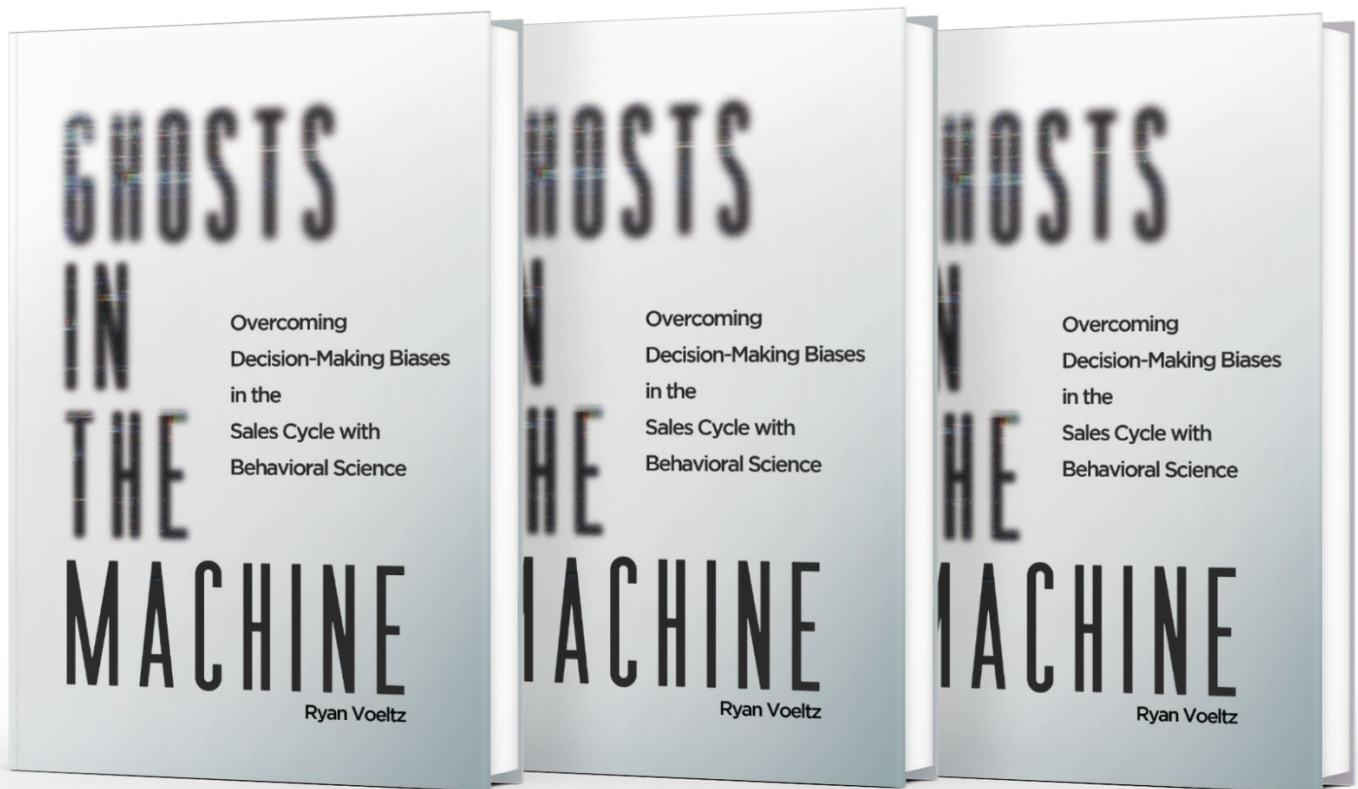


RYAN VOELTZ

Author / Speaker



RYAN VOELTZ

ABOUT RYAN

Ryan Voeltz has had just about every type of sales job there is.

In college he sold menswear at Nordstrom. In his first job out of college he sold copy machines. He has sold litigation support services, newswire distribution and web services, financial products and services, and driving range golf tees.

He has worked for large corporations and small businesses. He has led the sales effort for a start-up. He has sold products and services, small-ticket and large-ticket items, B2C and B2B, to c-suite executives in high-rise conference rooms and middle managers in nondescript cubicles. He has sold directly to customers and as an internal product partner. You'd be hard-pressed to find a type of sales job that he has not done.



20 years of experience holding a wide variety of types of sales jobs gives him deep insight into what it takes to succeed as a salesperson, as well as the many difficulties and challenges that come with a sales career. He combines his firsthand experience with insights from behavioral science to present novel approaches to sales that compliment and enhance existing go to market strategies. In *Ghosts in the Machine*, he argues that the impact of human irrationality on decision-making is the most underappreciated aspect of the sales cycle. By outlining a behavioral approach that covers the entirety of the sales cycle, he hopes to help salespeople of all stripes better understand and manage those irrationalities that have the greatest impact on the sales cycle, and sell more effectively in doing so.

WHY BOOK RYAN?

Ryan will captivate and embolden your audience. Ryan is an author, businessman, and speaker. As there are several topics with rich content that Ryan shares with various audiences through a mix of fresh ideas, clever humor, and deep expertise, he merges energy and enthusiasm to inspire and embolden the audience. Ryan leaves his audiences with actionable steps as well as excitement to implement those steps.

RYAN VOELTZ

SUGGESTED INTERVIEW TOPICS

- ✓ While sales can be quite difficult, there is fortunately something you can do to make learning sales easier: acceptance, understanding, and embracing human irrationality.
- ✓ Why irrationality in decision-making at each phase in the sales cycle remains a blind spot for most salespeople.
- ✓ My upcoming book, *Ghosts in the Machine: Overcoming Decision-Making Bias in the Sales Cycle with Behavioral Science*.

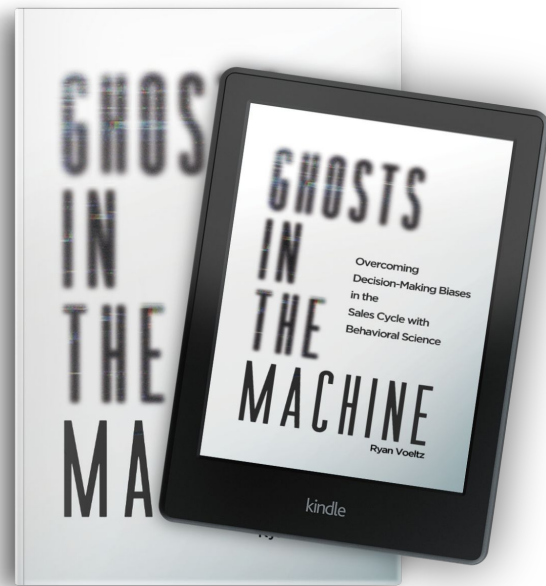
SUGGESTED INTERVIEW QUESTIONS

- ✓ What are the most common challenges salespeople encounter at each phase of the sales cycle?
- ✓ After 20 years of experience holding a wide variety of sales jobs, you certainly have a deep insight into what it takes to succeed as a salesperson, as well as the many difficulties and challenges that come with a sales career. Can you talk a little bit about your own experiences and insights?
- ✓ Nearly every part of the sales cycle - from prospecting all the way to closing - has been thoroughly dissected in countless books and training programs. However, one part that is commonly overlooked is the impact of human irrationality in sales. With this in mind, how significant is the impact of human irrationality in sales?
- ✓ Why do you think the impact of human irrationality on decision-making is the most underappreciated aspect of the sales cycle?
- ✓ Why are people often afraid of changing and are instead too distracted to think rationally?
- ✓ Why do salespeople make prospecting harder than it already is?
- ✓ Is your book *Ghosts in the Machine* attempting to recreate the sales wheel?
- ✓ How did you decide it was the right time to write *Ghosts in the Machine*, and who did you have in mind as your primary audience when writing it?
- ✓ If you had to highlight one integral takeaway from the book, what would that be?
- ✓ What is your biggest wish with this book?
- ✓ Where can people find more about you and buy your book?

GHOSTS IN THE MACHINE

ABOUT THE BOOK

Sales is hard. Fortunately, there is something you can do to make it easier: accept, understand, and embrace human irrationality.



By leveraging insights from behavioral science, *Ghosts in the Machine* unpacks the common challenges salespeople encounter at each phase in the sales cycle. Instead of promising secrets and shortcuts for success, this book will help you understand the behavioral drivers behind the challenges you face and why they persist. Value that comes from secrets and shortcuts is fleeting; value that comes from understanding why has staying power.

If you came here to discover the secrets or shortcuts to being a successful salesperson you have come to the wrong place. This is not that kinda book. This is a why book.

In these pages you will discover why...

- ✓ Salespeople make prospecting harder than it already is
- ✓ Professional relationships are not built rationally
- ✓ People are too afraid and too distracted to think about changing
- ✓ Negotiating is not the game you think it is
- ✓ Salespeople are meant to be heroes

Ghosts in the Machine is *not* an attempt to recreate the sales wheel. The guidance provided in these pages will work alongside your preferred go-to-market sales methodology, whatever it may be. By applying behavioral science concepts and principles to the sales cycle in a systematic and holistic way, author Ryan Voeltz gives you a better understanding of the human beings you are communicating with and the hidden drivers behind the sometimes irrational decisions they make, decreasing their resistance to you and increasing your effectiveness selling to them.

GHOSTS IN THE MACHINE

TARGET AUDIENCE

- Salespeople at all stages of their career
- Sales managers and leadership looking to enhance their team's performance
- Sales training organizations interested in expanding their product/service offerings
- University sales program directors and professors in search of new course material

THE WHY'S OF THE BOOK

Salespeople make prospecting harder than it already is

- ✓ TIP: Focus on the process.

Professional relationships are not built rationally

- ✓ TIP: Use Active Listening to connect with your prospects and meet them where they are.
- ✓ People are often afraid of changing and too distracted to think rationally Tip: Wrap your pitch in a story so that it will resonate.

Negotiating is not the game you think it is

- ✓ TIP: Seek out win-win solutions. Always.

Salespeople are meant to be heroes

- ✓ TIP: Let go of your ego and seek out opportunities for transformation.

PRAISE / ENDORSEMENTS ★★★★★

"This book applies decision science to the sales process, and offers new insights, tools, and strategies for selling better. It's both enjoyable and informative, and I recommend it highly to any sales professional!"

"I am really enjoying this book and immediately finding real life applications for the authors approach. We definitely can over complicate and over think our approach to sales and this book does a good job of applying structure and simplifying how we think about closing deals. I'm also finding that the lessons are applicable to more than just closing a deal. I'm applying aspects of this to how I manage my team, and in my personal life. I highly recommend this quick and informative read."

"Great book for sales people, and those who want to understand the behavioral science behind every action to sell. Highly recommend."

"I love seeing the connection between universal psychology principles and the application to MY job in sales!"

GHOSTS IN THE MACHINE

TITLE – GHOSTS IN THE MACHINE

SUBTITLE – Overcoming Decision-Making Bias in the Sales Cycle with Behavioral Science

AUTHOR – Ryan Voeltz

PUBLICATION DATE – September 15, 2021

PUBLISHER – REV Press

CATEGORIES

AMAZON / ASIN –

1 – Non Fiction / BUSINESS & ECONOMICS / Decision-Making & Problem Solving

2 – Non Fiction / BUSINESS & ECONOMICS / Sales & Selling / Management

BISAC CODES –

1 – BUS019000 BUSINESS & ECONOMICS / Decision-Making & Problem Solving

2 – BUS058010 BUSINESS & ECONOMICS / Sales & Selling / Management

SUGGESTED RETAIL PRICE FOR PAPERBACK – \$14.99 - \$18.99

SUGGESTED RETAIL PRICE FOR HARDCOVER – \$22.99 - \$26.99

SUGGESTED RETAIL PRICE FOR ELECTRONIC – \$7.99 - \$11.99

Available for purchase on [Amazon](#) globally. Retailers may purchase through Ingram globally.

BOOK SIZE – 5.5 x 8.5

OF PAGES – 308

WORD COUNT – 74,262

PAPERBACK ISBN # – 978-1-7373515-1-1

HARDCOVER ISBN # – 978-1-7373515-2-8

ELECTRONIC ISBN # – 978-1-7373515-0-4

LIBRARY OF CONGRESS CONTROL # – 2021915756

AMAZON – GHOSTS IN THE MACHINE

AUTHOR WEBSITE – www.RyanVoeltz.com

CONTACT – Ryan@RyanVoeltz.com

TWITTER – [@SalesAndBS](https://twitter.com/SalesAndBS)

LINKEDIN – [REV Press](#)

