CMS 1993 Sales Meeting
Live Performance
Professor Eustance McGonnagle

Intro: Ladies and gentlemen, to open our session this morning, we are proud to present one of the great social scientists of the twentieth century -- a pioneer in the field of Commercial Psychometrics and now Professor Emeritus in Social Phrenology at Midsouthern University -- here to speak to us today on Sales as a Function of Metrologic Mendacity -- please welcome Professor Eustance McGonnagle!

Professor McGonnagle: *(Thump, thump, thump)* Is this thing on? *(audio feedback)* Ah!!! Yes. Ah, I would like to begin by thanking Curtis Mathis for the opportunity to speak with you this morning, and I would also like to acknowledge...*(Responding to shill)* What's that? Mathis-<u>son</u>, you say? Bringing the offspring into the business, eh? Well, that's wonderful. I stand corrected. Thank you for that kind injection, sir. Now, as I was saying...ah... let's see...here we are! Ah, I would like to begin by...no, I already did that...ah...yes!

I would also like to acknowledge all the supplementation I have received in the configuration of this preparation as an initial reaproachment to all those who, according to their own proclivities and precognitions, have, perhaps, to this point, never had the opportunity or constitutional dexterity to consider the full ramifications of each of the postulated consternations which I will shortly render to their full understanding. What I specifically intend to supernumerate here this morning are the more or less achromantic principles involved in the dynamics of interpersonal inducement and feduciarial behavior mortification. Are there any questions to this point? Good.

Now, as is clearly implicated in the foregoing extrication, what we are talking about here is nothing less than the pragmatical application of scientific phenomenology toward the acquisition of the supracognative ability to <u>intuitively</u> countermatriculate the presupplications of even the most entrenched incognitions commonly encountered in the sales process. Now many people may consider the concept of "scientific sales" to be rather superciliously hyperbolic or even contraceptively oxymoronic. I get comments like that all the time. But, at The Midsouthern Institute for Interpretive Predilection...we don't care about those people!

You see, sales is a science, and quite an extracting science at that! And we have developed an entirely new and semantically tautological lexicon to prove it. At The Institute, we have quantitatively applied the exacting principles of extant metrology to the entire consumer/salesperson/product interactivation and we have developed an exhaustive series of hypothesis, postulates and correlaria organized under the ubiquitous rubric of... Consumer Buyology. Now before some of you get the wrong idea and start to imagine your customers without their clothes on, let me assure you that this is not the biology you learned in high school. *(Support visual #1 - "Consumer Buyology")* This is scienterrific semantication at its most incipitive!

Let me give you another example. In the initial phrases of almost any sales event horizon, it is not at all uncommon to encounter a certain counterconsumptive resistance to consummation which can be psychogenerated by a variety of causations. Consumer concerns about price, about quality, about service and about any number of other equally exogenous considerations, all lead to the inculcation, within the psychoaquisitive reactions of the consumer's own mind, a condition which we have clinically denignated as...Buyanoia. *(Support visual #2 - "Buyanoia")*

Now buyanoia is typically manifested (or womanifested, as the case may be) by a sickalogical lack of enthusiasm for your services and products. Its symptoms include ocular evasion, verbal constipation and a patholiturgical preoccupation with bottom lines. Of course, some bottom lines are more worthy of preoccupation that others, but it is only the holistic totalamity of all the symptoms regurgitated together that brings us to a replete understanding.

You see, buyanoia is almost always a result of cognitus interruptus brought on by the intersectionality of two related but equally fallacimonious conditions. The first of these is the buyer's concept of what something *ought* to cost. This is called Investimation *(Support visual - "Investimation")* and it has no relationshipery at all to what the thing costs in terms of actualization. More often than not, a customer's sense of investimation is the result of deep-seated, unconscious urgings toward the mytholaughable goal of Financipation -- Free at last! Free at last! -- *(Support visual - "Financipation")* which is often accompanied by an irrational belief in the existence of "enough money."

Financipation is an ancient myth, a premodular archetripe born of the same struggle for survival which brought us the sex drive, the maternal instinct and deficit spending. Those of us with any significant degree of psychosophistication realize that financipation is a completely unagainable figmentation, but the urge to have it is so deeply inbrained in our collecting unconscious that it is virtually irresessible. It affects every financiary decision a customer makes, especially buying decisions based on investimation; i.e., the greater the urge toward financipation, the higher the sense of investimation.

Mathematically, it looks like this: *(Support visual "F = Financipation")* If "F" equals the strength of one's urge toward financipation as measured by the size of one's junk bond portfolio, and *(Support visual "I = Investimation")* "I" equals one's sense of investimation measured in the number of K-Mart brands found in the home, then "I" equals "F" times the the odds of winning the lottery divided by the rate of inflation. *(Support visual "I = F x 2 few/2 much")* Clearly, the scientific salesperson must deal with this conundom if he or she is to practice safe sales.

So what's a single salesperson to do? The answer lies in his or her ability to intuitively use the customer's own collecting unconscious to convolutionarily invert the customer's sense of investimation -- a process we call...Sellepathy *(Support visual "Sellepathy")*. Here's the way it works: Deep inside the monetarial cortex of each consumer's brain is a neuromechanism which can actually reciprocize the equation when a consumer feels that an expenditure may actually further his or her quest for financipation, such as investing in two-dollar paramutuals. What the successful sellepatherapist must do is to find out which of the consumer's unconscious yearnings will trip this neuromechanism. It may be a conceptual trigger, such as ROI, P & L, IRS or EGO, or a sensory trigger such as the smell of money or the taste of blood. And, if the sellepatherapist can trigger the "sure thing" setting of this mechanism, then the consumer enters the autoreactionary "can't afford not to" mode and may reactually go into a "buying frenzy." What could be more scientific than that? Are you? I didn't think so.

So you see, buyanoia <u>can</u> be cured, through the dilletant application of scientific principalities and technoleechical extraction. Through the dicipline of sellepathy (and I'm not talking about some sort of interpersonal kinkage between buyer and seller), the carrot of financipation can actually be used to counterfatalize the uncertainties of investimation and make the market safe for sellocracy. If any of you have a surge to find out more, you can order my new book, "Scientific Sales: Hit or Myth?," from The Publishers' Clearinghouse for only $49.95. In closing, I'd like to thank Curtis Matheson for having me here this morinng; I'd like to thank each and every one of you for your kind attention; and I would leave you with this final thought: When it comes to sales, "If you can't beat 'em...purloin 'em."

Thank you.