

SALES

2010

The Five Motivators that Prompt Customers to Buy



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The Ultimate Sales Tool Kit

The Five Motivators that Prompt Customers to buy

There are five motivators that prompt a customer to buy, today's challenge is to help you understand how and when to use them in your sales presentation.

By utilising these incredibly powerful strategies you connect better with your customer and subsequently make more sales.

The first motivator is *"Gain"*

Customers want to gain something, not just buy something

It is your job to clearly spell out what is to be gained by this purchase. How it will change things? what will it add to the quality of the customer's life or business? What positive effect will your product have and in what areas?

Clearly show that buying your product is a step forward and build that momentum to an easier sale. Show the gain, show it clearly and at every conceivable opportunity.

The second motivator is *"Pain"*

When a Customer makes a new purchase it is usually because something is becoming too painful to bear any longer, the level of comfort is not enough for them, the pain of mechanical failure are two examples

However customers may resist change, in fact very few human beings like it or are receptive to change unless we can show them that there is greater pain in maintaining the status quo than with the prospect of change.



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Your challenge is to be able to clearly demonstrate to a customer the pain that may follow by making the mistake of purchasing a competitors model or by staying with their current vehicle. The areas that cause the most pain to a customer in their current motoring situation will be numerous, through skilful qualification you can identify where the pain is, and then demonstrate how your solution erases the pain and replaces it with pleasure.

The third of our five motivators is *“Pleasure”*

Customers make purchases to reach new levels of satisfaction, convenience, pride, comfort and enjoyment. You succeed in selling your product when you raise the value of what you are selling equal to or greater than the price involved in seeking that sought after pleasure.

Paint mental ownership and talk in terms throughout your presentation as though they already own and had bought your product.

Explain and demonstrate just how better of someone will be by buying your product and the pleasure that can be achieved by owning it and they won't want to give it back.

The fourth motivator is *“Pride”*

Customers buy to satisfy their own egos and to obtain recognition and approval from those around them. They often make purchases to assert or raise their self-esteem or to reward themselves for their achievements in life.

Selling to pride helps take some of the analytical logic out of those who would normally drag out a decision.



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Make people feel good about themselves by painting ego driven pictures in their heads.

“Imagine turning up at the Golf Club in this”

“How good would you feel, collecting your kids from your ex-wife’s in this car?”

Here is a great close, that appeals to ego and pride

“When is the best time to reward yourself for something you know you deserve and can afford?”

Pride triggers emotions and erases logic, simply because it makes people feel good, and feeling are the foundation of every human being. The challenge is to access the good positive feelings within your customer in every presentation you give.

Lastly the fifth motivator is *“Peace of Mind”*

Customers when buying want to feel assured in their decision. They want to avoid the uneasiness that uncertainty brings.

Customers want security, protection and a clear conscience that comes with knowing they are making the right decisions. Your challenge it to demonstrate understanding, empathy and re-assurance with every step of the sales process.

Demonstrate to a customer that you genuinely care by summarising all the positive facts, get the customer to agree to acknowledging the facts as truths.

For example



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“That seat is comfortable, isn’t it ?” It certainly provides the support you need, doesn’t it?”

So after examining the facts. It would appear that the HP option is the better option for you rather than the PCP, you would agree with that wouldn’t you?”

In the examples above we have utilised the power of Tag Lines, questions that illicit a predictable response, in fact the response we want.

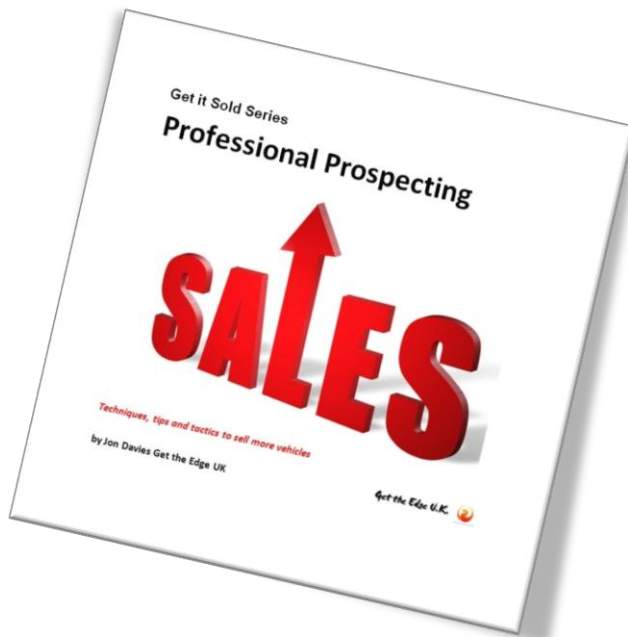
Your challenge is to demonstrate piece of mind through the sales process by gaining agreement from your customer every step of the way.

Your challenge today is to start to use the 5 motivators consciously in your sales presentations.



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Two Great Books
To help improve your income and grow your sales



Each filled with dynamic ideas, techniques, tactics and tips, to grow, your results to new levels in 2011

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