

Motivational Selling:

Selling, is a process of developing the customer's problems and conflicts, prompting their emotions and finding a solution with your service and product. Your questions provide the answers that get the customer seeing or realizing they do have a problem that needs a solution.

1. Buying is Emotional - People buy to satisfy common human motives. In each case there are two sides; one to gain and the other avoid loss.

<u>GAIN</u>	<u>AVOID</u>
1. Pride	1. Criticism or ridicule
2. Pleasure	2. Pain
3. Profit	3. Loss
4. Security	4. Fear or anxiety

Which is stronger: To Gain or To Avoid Loss? Studies show we are more fearful of losing something than we are of gaining something. Use questions which get the customer seeing or thinking in terms of loss. Such as:

- What would happen if you couldn't ...?
- How do you keep ...?

Words = Emotions- Certain words carry an emotional impact. Using these words during your presentation helps invokes the customer's emotions:

Love, Family, Friends, Reliable, Easy, Free, Simple, Enjoy, Trust, Happy, and Exciting.

Come up with your own list to use in your presentations.

Phrases to Sell By

The words and phrases are grouped by topics to help you express the idea you have in mind.

Transitions:

- Best of all...
- What does this mean for you?
- These are just a few of the...
- You'll also be glad to know...
- This you're going to love...

Convenient:

- Handy
- You don't have to shop around
- No more endless searching
- We're flexible when it comes to...
- Fits your schedule

Money-Saving:

- Incredible values
- Tremendous savings
- Fits your budget
- Terrific value
- Affordable

Service:

- We make it easier for you to...
- We offer a full range of...
- Our job is to help you...
- That's why we give you...

2. Why people won't buy from you:

1. No desire / need
2. No money
3. No urgency
4. No trust

Why people will buy from you:

1. They're excited, emotionally charged
2. Benefits greatly outweigh the cost or hassle-of-change
3. Customer has pain, they want their problems solved now
4. You're a friend

People hate being sold, they love to buy

3. Buying Signals

There are moments when the customer is showing a lot of interest. These moments are called Buying Signals. Most buying signals are triggered by the customer seeing themselves enjoying the benefits in their mind's eye. When they are emotionally involved, things change, and some will show. A change is obvious by their questions, actions, expressions, or comments.

Changes likely to take place:

- Change in attitude, warms up
- Leans forward, scratches head
- Tone of voice changes, up or down
- Facial expression changes, eyes come alive
- Questions about product, method of payment, process to get started
- Studies the product

By paying close attention to the customer, you may see or hear some of these traits. If you're not paying attention and don't watch for buying signals, you have just missed an excellent opportunity.

When you observe a buying signal; ask a Trial Close.

4. Trial Closes

The trial close is the best diagnostic tool the sales person has. Customers buy emotionally with logical justification. A trial close is your “thermometer” showing how much the customer wants the service and product at any given time. You must know what the customer is thinking in order to know how and where to proceed with the presentation.

The great benefit of trial closes is they don’t put the customer under any pressure to make a decision. You’re just asking for their opinion or how they feel about something. Use them throughout your sales presentation.

Examples of a trial close:

- “How do you feel about that?”
- “What other thoughts do you have?”
- “What do you think of that?”
- “How does that sound to you?”

If the customer gives a positive response to the trial close, you could say: “Great let’s go ahead and get your paperwork started.”

If the customer gives a negative response, you could say: “May I ask you why you feel that way?” or you could continue with your presentation knowing this could be an objection later.

Conclusion

➤ **Get them to like you.**

If they don’t like you they won’t buy from you. YOU are the competitive advantage.

➤ **Find their real interest or problem.**

It’s not your mission to interest them in your service or product, but rather to find out what they’re already interested in that your product will satisfy.

➤ **Sell them their hurt at every opportunity.**

First they must be convinced that they have a serious problem that must be resolved and then be convinced that your product is the correct solution. At every chance you should stress their problem and how much hurt they have.

➤ **Get them excited about what you can do for them.**

When they are excited about having their problem solved they will buy now.

➤ **Use stories, paint pictures in the customer’s mind.**

People relate to stories.

➤ **Close when the customer is excited.**

When the reply to a trial close is positive it means they’re emotionally excited and will do something about it now if asked.