

MAKING SALES MADE SIMPLE



VIDEO
TRANSCRIPT
TWO
(part 2)



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript Two (Part 2)

Making Sales Made Simple

Successful salespeople are well aware of the sales psychology. We've covered a number of points in the first element of this, and now we're moving onto a number of other really important issues to bear in mind in the psychology of the sales process.

A hugely important issue here is that people make decisions and make purchases based on emotion backed up with logic, not the other way around.

However, you'll find the prospects that you're dealing with won't always want to admit to this. Many people believe that it might be a sign of weakness. So it's crucially important that you're fully aware of this, that there's emotion involved.

And with emotion – I'm talking about feelings; of how they will feel if they don't have the product, how they will feel if they do have the product. It is hugely important to the buyer that they have feelings about what they perceive the product or service is going to do for them, and that is what is inspiring them to make this decision.

And the salespeople will miss this and frequently talk about the benefits. There's nothing wrong with talking about the benefits; it's right that you do, but these are the logical reasons why they should buy it. And we seem to focus on that because that is exactly what the customers will talk about. But bear in mind, deep down the customer is making the decision based on emotion but backed up with logic.

For example, you think about the guy that is driving around in his car today. He's quite comfortable, he's quite happy, he's getting from A to B without a problem in the world. And here he is, suddenly, inside of a car showroom about to make a decision of buying a massively more expensive car than the one he just has.

And the emotional side of it, which is inspiring him to make this decision, is that it's going to be more prestigious, it's going to feed his ego, it's going to help him keep up with the Joneses or maybe pass them out.

But it's certainly going to make him feel good. He's going to feel good driving down the road. He's even going to feel good with the car in the drive. And anyone of these emotions are what's going to inspire him to buy this car.

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But that's not what he's going to tell the salesman, and in fact, it's not something he's going to tell his wife or anybody else. He's going to back that emotional decision up with logic. And the logic is there's a massive discount on offer, they gave him a generous trade-in price, his current car is going to need a lot of maintenance and work done, it has high mileage, and together with the fact that he's been working so hard, he needs to reward himself. He needs an absolutely reliable car for whatever reason. So there has to be a logic.

So people make decisions based on emotion backed up with logic. A good sales person recognises what's happening in the sales process, and that is that the buyer is moving from liking something, to wanting it, to needing it.

And to move through the various stages in the sales process, a wise salesman will acknowledge that and be patient and move at the pace of the customer; not the pace that the salesman would like to move it towards, because that is going to make the customer feel uneasy and they will not make the transition as smoothly as we would like.

We need to acknowledge that the customer will move from liking it, wanting it, and then suddenly needing it.

And how is that going to happen? It's going to happen if the salesman does his job properly by asking relevant questions to inspire the customer to think, "Yeah, I quite liked it. Do you know something? I'm beginning to think I really want this."

If the salesman keeps his patience, keeps doing his job properly, he'll get to a stage by creating the right desire and creating the right action, by bringing in the discounts and the offers and the irresistible guarantees and all the other opportunities for the customer to make an easy decision – that the customer will make that transition from liking it, wanting it, to needing it.

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Sales people would do well to acknowledge that people don't care how much we know until they know how much we care. We'll often see, professional people, that surround their office with certificates to show how much they know. They'll surround themselves with plaques and trophies and everything else to show how important they really are. And whilst that might be important, to the customer what's more important is that they know how much we care.

We can and must demonstrate this by taking a keen interest in the customer, once again, by asking the right questions relevant to our product or service, genuine, sincere questions to establish suitability of our product or service: Does it meet their needs? It might be the best product in the world, but if they have something else in mind for that product or service that is not going to serve their need, then we're selling him the wrong product. So it's important to demonstrate how much we care by asking the right questions.

And finally, I will say that advertising is a fee we pay for not sharing our passion. And by that, I mean it is easy to pick up a tab with an advertising agent to help sell our products or services. But one thing that they cannot do in advertising is sell our passion. And we must never think that it can be a substitute for getting in front of the prospect and showing them how much we love the product or service that we're selling. And when we do get in front of somebody face-to-face, what's important about selling your passion is that if we love the product or service that we're selling, just tell them just that. Tell them, "I love doing what I do." And if you don't love doing what you do, find something that you do.

People will forget what we say, people will forget what we do, but they'll never forget how we make them feel. So people are interested in how much we care about our product or service. And if we do love it to pieces, tell them how much we love the product or service that we're selling. Tell them why we love selling it.

DON'T FORGET TO WATCH THE "MAKING SALES MADE SIMPLE" VIDEO.