

COGS

The ABC of Sales and Marketing Psychology

Decision-makers and Desire

Decision-makers and Desire are today's subjects. Both ideas are integral to the development of an effective sales strategy and sales techniques.

One trap that salespeople sometimes fall into is to assume, or hope, that they are talking to the decision maker. This can often be made worse by the fact that it is generally easier to get to see more junior people in an organization, who are less likely to hold financial budgets and final decision making power. If you find yourself continually talking to prospective customers but rarely getting any firm decisions then it may be that you are not talking to the decision makers (or perhaps you are simply not asking for the business ?).

So, we need to somehow find out if we are in fact talking to the decision maker or not. Unfortunately if you simply ask someone out-right 'are you the decision maker' there is a good chance that they will say 'yes' regardless of whether this is true or not, as psychologically they will feel the need to protect their apparent status.

A more subtle, non-threatening, approach is needed. One method that works well is to ask 'does any-one else need to rubber stamp your decision ?' If they answer is yes, then you know you are not yet talking to the decision maker and you now have an opportunity to ask to be introduced to them as well.

One of the strongest emotions is 'desire' and it plays into selling in at least two different ways. The first is in terms of the person doing the selling..... he or she needs to really want to make the sale, as this will translate into behavior that will help make a successful sale much more likely through the psychology of non-verbal communication. So if that strong desire is missing then something needs to be done about it by increasing motivation.

The second way that desire plays a part is in terms of the potential buyer. We often like to think that we all make buying decisions for entirely rational reasons, buying things that we need. But in fact, once basic needs are covered we buy what we want, rather than just what we need. So, how do you tap into these desires ?

The simple (yet effective) answer is to ask about them ! Questions like ' what would the ideal widget look like' (if you are selling widgets) or 'what improvements would you like to see over your current widget' will give useful clues. Then asking 'why is that important for you' will often uncover these

hidden desires, providing you with an opportunity to position your product or service better and win the sale.

Owners, directors and managers and sales people all carry the responsibility to develop and sustain sales. It is up to them to allocate the resources necessary to generate the required profit margins for the company. If your company is not where you want it to be in terms of sales and profits, then perhaps it's time to step back and analyse your current activities. Ask yourself why you are doing each activity, how much it costs and what return you are getting. Engaging the assistance of a sales and marketing expert, one who can give you an action plan to improve, coach you to success or even do the job for you is worth considering. Professional sales guidance and advice can save enormous amounts of time and money in your quest for more sales.

If you want or need sales advice and coaching, you are welcome to contact Bryan directly. He is a professional sales psychologist with twenty plus years of award winning sales performance. He understands the underlying factors that motivate and create positive sales results. Your sales will go through the roof with his expert guidance.

Contact Bryan today at bryan@cogsales.com visit www.cogsales.com

or call on 07739 465219.