

# Selling The House That Jack Built:

*7 Ways To Recognize & Capitalize On Your Clients' Emotions*



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lynn tamer education, LLC

# Recognizing Emotionally-Based Decision-Making

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## QUICK TIP

With very little training, you can discover someone's true feelings, even when they are trying to mask their emotions.



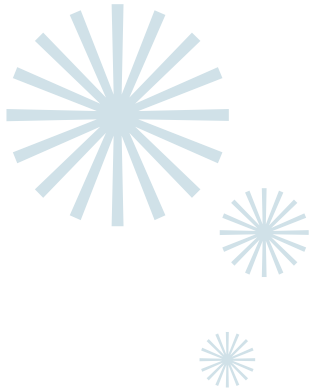
The driveway could barely fit one car, let alone two! The living room was over-furnished and outdated. But when I walked into the kitchen, I could see into the backyard, where seemingly countless trees swayed in the springtime breeze. I was immediately brought back to my childhood days when my neighborhood friends and I would run around in the woods, pretending that Frankenstein was buried in the ditch full of leaves (smile). I was sold! Not only did I **want** that house...I **bought** that house! But why? Was it the trees? The backyard? The beautiful window in the kitchen?

In reality, it wasn't any of these single, tangible things. Rather, it was the feeling of nostalgia that they collectively evoked.

Research indicates that the single biggest factor in a buying decision is the emotional response ("the fairytale") that a product generates. Using my own example above, I experienced a feeling of happiness and subconsciously believed that buying that particular house would prolong my euphoric emotion. Similarly, your clients may rationalize their decision to buy based on data, but they **make** the decision to buy based on feelings. Many studies have shown that if you fail to address the importance of emotional decision-making during a business deal, you'll lose a large proportion of your potential clients.

As you probably already know, an emotional response is triggered when people imagine themselves enjoying the benefits of what you offer. But there is also the emotional response that comes when people believe that buying something will make them feel happy. Clients will buy when they feel comfortable, when you have established rapport with them, when they feel they can trust you, when the process feels natural and reassuring. Therefore, you must persistently convey that you understand their emotional needs as well as their material ones. At the end of the day, facts alone will not convince customers to go with your company--it's their emotional response to your company.

In each of my sales courses, I teach individuals and companies to establish rapport and identify (and tap into) the scientifically proven universal emotions. This article is intended to help YOU tap into the power of those emotions to maximize your sales and profits!



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## Q U I C K T I P

According to a study by researchers at Carnegie Mellon University, sadness compels people to either a) spend more on a product than they would otherwise pay; or b) sell items at a discount. However, disgust holds back both buying and selling prices.



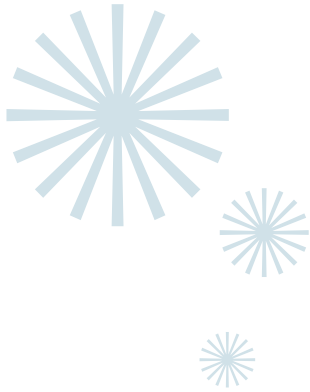
## The 7 Universal Emotions

Since the 1960's, the world-famous face reader and the author of *Emotions Revealed*, Dr. Paul Ekman from the University of California, has studied emotional expressions in dozens of cultures throughout the world. Ekman showed photos to people and asked them to identify which emotion each photo expressed. He found that certain facial features were universally recognized by different cultures (for example, people from across the globe all recognized smiling as a sign of happiness). He went on to identify 7 basic emotions with clear, universal facial distinctions: happiness, sadness, disgust, contempt, anger, fear, and surprise.

In business, especially in sales, being able to identify someone's basic emotions will help you determine how others are feeling about you and your product. Our acknowledgment of that can make all the difference in the world. For example, if we can recognize that our client is feeling troubled or sad, we are then empowered to respond to his or her sadness. If we can identify people's emotions early on, we will communicate more effectively with them in a variety of situations and better manage our own emotional responses to their feelings.

Sales clients bring a variety of emotions with them when they are ready to make a large purchase, but you are unlikely to see them fully express such feelings. People who are looking to spend thousands of dollars often don't translate their emotions into words or full facial expressions. Rather, you will usually see only subtle traces of these emotions on their faces; it's what Ekman refers to as "micro-expressions". With a little practice, you can begin to accurately identify subtle emotions, and respond to them in a way that is advantageous to your sales goals.

Now, let's get this party started and check out the seven universal facial expressions and their matching emotions.



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## QUICK TIP

“Emotions are shown primarily in the face, not in the body. The body instead shows how people are coping with emotion.”

—Dr. Paul Ekman



### Happiness

- Lip corners pulled up on both sides
- Crow's feet around the eye
- Narrow eye openings



### Sadness

- Lip corners down
- Mouth hanging open
- Eyelids heavy
- Inner corner eyebrows turned up



### Disgust

- Upper lip pulled up
- Nose wrinkled
- Brows pulled down



### Contempt

- Lip corner pulled in and back on one side
- Note that this is the only asymmetrical emotion



### Anger

- Lips narrow, red part of lip rolled in tight
- Lower and upper eyelids are pulled up
- Eyebrows are pulled down



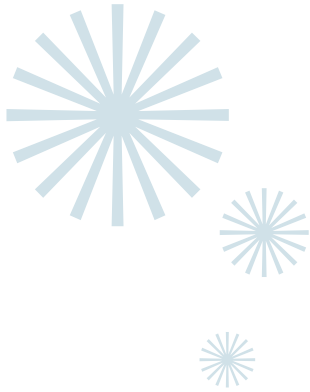
### Fear

- Mouth corners stretched back
- Eyelids open wide
- Eyebrows up and together



### Surprise

- Mouth hanging open
- Eyebrows up
- Eyelids more open



## What To Do When You Spot an Emotion

According to Ekman, emotions don't reveal their cause—only that the emotion is occurring. Suppose you see that a client is upset. You cannot know if the client is upset with you, the police officer who gave them a ticket this morning, their boss, or themselves.

The only way to find out definitively is by asking questions. However, having the ability to read someone's emotional cues does not give you the right to tell the person that you've identified how he or she feels. So, be careful not to use the actual emotional word as a statement of fact, i.e. "I can see you are angry!"; or "It's obvious that you are disgusted."

Below are a few statements to help you acknowledge when something is not sitting right with your client, as well as a few follow-up questions to help you find out what's at the root of the matter.

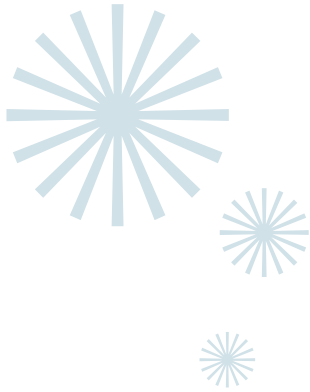
*"I suspect that you have a certain picture in your mind of what the ideal product looks like. Maybe I am wrong, but I sense that you are disappointed about something. Can we talk about that?"*

*"This is an important decision. This is the kind of investment where people use their emotions to guide them and I think that in the last moment or two there was something concerning you. Would you mind sharing it with me?"*

*"I just had the sense a moment ago that there were a few things flashing through your mind. Maybe I misread you, but if there are some concerns you have, it would be really helpful if you could share them with me."*

If you deliver any of the above statements and requests with sincerity and positive intent, your clients will tell you exactly what they are experiencing. At that point, you'll have a better basis on which to move forward in your discussions.





There are many businesses fighting for your potential clients' attention—many products and services, many competitors, numerous messages. But having the ability to read and address your potential clients' unspoken concerns will give you a distinct advantage over your competitors. By effectively guiding them to a buying decision that feels right for them, you will send the message, "We are the company that you can trust!" In turn, mastering the art of reading people's emotional cues will dramatically boost your sales and profits.

Now have fun and go get 'em!



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Visit [www.lyintamer.com](http://www.lyintamer.com) and [www.paulekman.com](http://www.paulekman.com) for more information.

*Janine Driver, Lyin' Tamer, is an internationally recognized public speaker, trainer, and business coach who specializes in detecting deception & interpreting body language. She is also a former stand-up comic, who has shared the stage with such comedic legends as Chris Rock and Robin Williams. Janine offers playful, interactive training and workshops geared towards business people wanting to enhance their ability to address clients' unspoken concerns and increase profits.*

Ekman P, ed. *Charles Darwin's The Expression of the Emotions in Man and Animals*. 3rd ed. London: HarperCollins and New York: Oxford University Press, 1998.

Ekman P. *Emotions Revealed*. New York: Times Books, 2003.

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