

Understanding How People Buy



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Wit2S (What It Takes to Succeed)

Understanding How People Buy

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Before we look at selling something to somebody, we really need to look at understanding how people buy. After all, once we understand this, our job in selling becomes much easier as we can present information in a way and at a time they are ready for it.

Firstly though, let's look at why people buy. This can be determined as people having identified that a need exists, which they can (a) recognise as a problem or (b) recognise as an opportunity for improvement. Prospects can either identify this need on their own or we can also identify it to them by telling them what we can do for them (the Reason for Buying stage of The 7 Stages of A Sale process - see The 7 Stages of a Sale course/eBook for details).

Having identified the need as in (a) above, people will look to buy something to overcome a problem which is understood to exist and will continue existing if it is un-addressed. Once they determine that not buying is more expensive or uncomfortable than buying is, then they will act to rid themselves of the problem. People also buy something to obtain an improvement as in (b) above, which is understood to benefit them once action, (the purchase), has been taken. In other words, they determine that by purchasing something they will gain benefit beyond their existing circumstances.

Picture That!

The realisation of a need causes people to create a picture in their mind of what their desired solution will look like. The picture is based on their understanding of the need, and their knowledge of the potential solutions available to fulfil it. With this picture in their minds people look to buy 'a' solution that fulfils the need rather than 'any' solution. The difference between 'a' and 'any' is a specific idea – based on the specific picture they see in their minds.



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Having now acknowledged that the picture exists we need to be aware that it isn't a single, solid image but is more like a jigsaw puzzle image with the 'complete picture' being made up of lots of smaller pieces. These smaller pieces are the details of the solution they are looking for, what they are expecting it to have or be, and are the 'things' which we need to be able to match our solution (product/service) to. In other words, these are their criteria for buying, and matching each of these criteria will create a response in the prospect's mind.

The Three Types of Buying Criteria

The criteria ('things') related to our solution are split into 3 categories due to the responses they will produce when considered by the prospect. The responses can be either:

- Emotional
- Rational
- Neutral

The 3 types of buying criteria



Each 'thing' will have its own specific function but the response it generates in the prospect's mind will have differing levels of influence determining what solution they choose. 'Things' that generate an emotional response are emotional criteria for buying, 'things' that generate a rational response are rational criteria for buying and those that generate a neutral response are neutral criteria. The 'things' are either features, advantages or benefits. Our job is to discuss our solution in a way that will appeal to the appropriate types of response we seek. Looking at these in more detail:

Emotional criteria - is the most influential criteria in determining how much people want to make a purchase, as these are 'things' which generate an emotional response by the prospect. These 'things', when met, create a desire to buy something and our job as salespeople is to identify these and stimulate an emotional response within our prospects so they want to buy from us. If we do our job well, we will create a powerful desire for our product/service (strong emotional

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Emotional Criteria Scale

appeal). However, if we get it wrong, we risk creating 'despise' which will ensure that the prospect will definitely not want to buy from us.

Typically, emotional criteria involves variable 'things' associated with the purchase which a prospect can choose. For example, when choosing a new car, emotional criteria for the average car buyer could include:

- Colour
- Paint finish / style (solid or metallic?)
- Internal fabric choice (colour and fabric) / leather?
- Lights (Xenon or standard?)
- Type of alloy wheels (design/colour?)
- Sound system (number of speakers / CD player / MP3 USB port or Air-play connection?)

When a prospective car buyer chooses a red metallic paint finish, specifies a black leather interior, 3-spoke alloy wheels and blue tooth air-play connectivity they are choosing something specific to them and their emotional responses to these 'things' (when they are told they can have exactly the car they want), will drive them to agree the purchase, far more than if they were looking at a 'standard' model, and they are more likely to conduct the purchase much faster than when these emotional criteria were not met.

Rational criteria – are 'things' which people evaluate when thinking of making a purchase. These don't create an emotional response but are more a 'justification' criteria generating rational responses that vary on a scale from 'sense' to 'nonsense'. These 'things', when considered, will either make people determine something is reasonable or unreasonable, worth doing or not worth doing. Therefore, when we are discussing these 'things' with our prospects, we need to ensure we do so in such a way that generates rational appeal within our prospects' minds.

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These pages are taken from the eBook Understanding How People Buy and are available as a free download to give you an example of the content and style so you can determine if you wish to invest in the eBook from the Wit2S.com website at:

<https://wit2s.com/in-co-programs%2Fseminars-1?olsPage=products%2Funderstanding-how-people-buy-ebook>

About Understanding How People Buy:

Have you ever found yourself feeling that your product/service is perfect for a prospect yet despite this they just aren't interested in speaking with you? Or feel you made the perfect presentation and that things had gone well in your sales conversation but then don't win orders you expected to? If so there's a good chance you may be doing something in your sales process that isn't connecting with your prospects. It could be the process you're using or the sequence/timing of requests that just doesn't connect with how your prospects buy and as a result you could be costing yourself valuable sales opportunities that were yours for the taking.

In this powerful eBook Steve Lewis-Brammer shares how people buy including:

- The mental pictures they form that you're either working with or against and how to know which it is
- How to align your product/service to your prospect's needs so they look at your product/service more seriously
- How to get your prospects to want to buy from you and to discard your competition, even when you are the more expensive option
- How to understand your prospect's criteria for ordering so you can match your product/service to it and show you are the ideal partner for them
- How to recognise the prospects who will buy from you versus those who can't/won't so you can get better results from your time and effort
- The 5 buying mentalities including what's important to each and how you can recognise and sell to each for maximum results

Understanding How People Buy covers the process people go through in selecting which product they will buy when they are faced with alternatives. It focuses on people's Criteria For Buying and identifies how Emotional, Rational and Neutral criteria differ in each of us and the power they have in influencing how we deem something will represent value for money.

Understanding How People Buy

The eBook challenges you to look at what you understand about prospects and how you sell to them, giving you tools to ensure you are selling in the correct way to each buying mentality to help you convert more prospects into customers and more opportunities into sales.

This eBook can be used as part of the Wit2S sales development program or as a standalone sales development module, as you prefer.

Understanding How People Buy

An eBook module from the Wit2S success mastery development program:

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