



FIVE PSYCHOLOGICAL FACTS ABOUT SELLING

We've said it before, and we'll say it again, making a sale is all about the people. Sociality, relationship building, rapport establishing; all vital components of the sale that, left absent, will almost certainly result in poor performance.

Of course, it's this very fact that makes selling so difficult; people are impossibly complex, emotional ties seem to wipe the slate of all the rules and psychologists spend lifetimes trying to find out what makes us work the way we do. Still, in spite of this chasmous anomaly, there are many basic psychological facts about selling that can often help us guide a customer down the path to a sale. Learn these five and have them at the forefront of your mind the next time you're making a sale – think about the psychological journey your customer is going through with your company.

Decisions are made with Emotions

Emotions are more powerful than you can possibly imagine. It might make sense that a decision would be made through the rational deriving of the most suitable choice from an array of alternatives, however a feeling, a want or a yearning a far more swaying. Are you emotionally connecting to your customer?

Personal Worth and Self-Centric Value are No 1

Really, we're all self-centred, egotistical maniacs who want nothing more than to have our own sense of importance and entitlement massaged by anything we even consider consuming. Whilst that might be an exaggeration, it's something to consider when pitching – how are you adding personal value to your product or service?

The Right Facts Can Seal a Sale on an Emotional Connection

And what we mean by that is whilst someone may want a fancy looking new iPod dock, they can't justify the purchase without first finding out that it'll also stream content, has an in-built DAB tuner, can work as an audio output for the TV, thus making life easier for them. The facts that sell your product can back up an already-established feeling and seal the deal!

Everybody Loves Buying

They just don't like looking at their bank account afterwards. Whilst people might claim otherwise, buying generally makes us feel good. The problems arise when it feels like we're being sold to for the sake of selling something. You need to establish how you can help your prospects beyond any doubt, and back up your claims with evidence wherever possible.

A Physical, Sensory Experience Prevails

Getting as close to a product as possible is one thing all customers seemingly adore. No matter how or what you're selling, make sure you deliver an experience whereby your customer 'feels' the product, even if you're just speaking over the phone – know your product well enough to deliver these sensory connections in other ways.

The Lammore selling skills training courses are designed to bring you up to speed with the latest techniques and practices that best prepare you for a sale. Give us a call today for more!

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