



Business People are Weird

An investment broker once told me that when a client starts looking pensive and reflective, he's probably thinking about lunch!

The broker picked up on the important signals because he understood that doing business meant understanding people. People can be weird and certainly complex but one size does not fit all so trying to force prospects into your way of thinking usually spells disaster.

This has never been more important than today as the numbers of people banging on your door (customers not debt collectors) dwindles so it's time to make your sales conversions much more effective.

What do we know about business people?

Well, an attribute list might include:

They are self centred (interested in their business not yours); they want facts not abstract thoughts (are your case studies deemed real); they're invariably suspicious (too good to be true versus am I missing an opportunity?); they like to see it, touch it before buying; they'll often follow the herd; and while they want value, you can't actually force yours on them.

And yet, people like to buy.

Buying and selling are personal interactions. People buy for emotional reasons rather than logical ones, so find their emotional triggers – what really resonates with them – rather than what they need. Facts are important but in a supporting role to an emotional decision already reached.

Emotional triggers

I was talking with a Sales consultant today who is forging ahead with his business and he told me what decided him that we should meet was a remark I made in an email "Who is your website for? It is for your customers not your designer's portfolio" and that caused him to pick up the phone.

This is not having a pop at designers, but his previous experience had been poor. I'd inadvertently pressed an important emotional trigger. It's not always your main selling points that swing a deal. It might be a throwaway remark that chimes in the prospects mind.

Press here



I knew an American who sold online. His web page was really persuasive but he'd added a massive on-screen button saying "press here" (which also gave a satisfying click when you did). Visitors couldn't resist it. He attributed his success to the button releasing the emotional tension his visitors built up while reading the offers on his web page. His conversion rate was fantastic. He got the sales.

This is why understanding people and what they want is vital to your sales campaign. The human brain is not a computer. It needs human interaction, so making your pitch personal will engage a client or an audience far better than a page of bald bullet points.

To figure out what matters in the minds of your prospects and customers, and how you make your sales presentations more personal and effective...

call me on **019 252 62800** or email gerryw@flyingveemgt.co.uk.

Best wishes,

Gerry

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