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12 Reasons Why Buyers Decide to Buy.

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Note:

The information provided in this special report is of a general nature and is in no way a guarantee of specific results. Application of the information should be considered in alignment with your personal contexts and individual industry, client situation, marketing, and sales environment.

12 Reasons Why Buyers Decide to Buy (or not).



A Worksheet to Help You Sell More.

Welcome to this Sales Mastery Special Report on the 12 Reasons Why Buyers Decide to Buy (or Not) ... I've designed this to be more of a worksheet for you, rather than go into too much depth in the content.

By better understanding what causes people to make buying decisions, you will be more equipped to ask better questions and tailor how your products, services or advice intentionally and proactively can create value for each client's needs.

Here are twelve reasons why people make buying decisions and a recommended action for you to help you win more sales based on that principle.

For each reason on which a customer might base their decision to buy, I also provide you with a 'Counter-Decision'.

The Counter Decision reflects a reason on which a customer might base their decision to NOT buy from you. You will quickly realise that any counter decision to not buy from you is usually based on something you've either said, not said, or on some action or behaviour you have demonstrated or neglected to do.

1. Decision by Discovery

Decision by Discovery – People are more likely to take action on that which they discover for themselves.

Therefore, ask appropriate value discovery questions that help each client to express their needs, wants, and concerns. In this way, clients are verbalising, discovering, and reaffirming what really matters to them about what it is they are seeking to buy.

Counter decision by Telling – customers will decide not to buy if you ignore what's important to the customer and simply tell them about our products or services.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

2. Decision by Reciprocity

Decision by Reciprocity – People are more likely to give value in return for value received.

The value clients return can be in the way of a purchase, repeat buying, referring others, and the boost in self-esteem you can experience as a salesperson when you do a great job.

Therefore, look for ways to deliver value early and often.

Counter decision by Disrespecting – customers will decide not to buy if you disrespect them. For example, by ignoring the customers' answers to their questions; by being distracted by your phone; by making assumptions about the customer; by being too pushy, coercive, or aggressive in your sales approach.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

3. Decision by Ego

Decision by Ego – People are more likely to make decisions based on how it 'fits' their self-image.

Therefore, gain an in depth understanding of each person's specific situation ... their goals, their aspirations, what's really important to them.

Counter Decision by Challenge – customers will decide not to buy when salespeople challenge the customers ideas, their past decisions, their wants or needs, or their goals.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

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4. Decision by Attraction

Decision by Attraction – People are more likely to make decisions based on how much they 'like' the person they're dealing with.

Therefore, remember to work hard at letting the prospect or client know that your intention is to genuinely help them.

Counter Decision by Arrogance – customers will decide not to buy when they feel like the salesperson is overly confident, arrogant, just interested in making a sale, or ignoring the customers wants or needs.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

5. Decision by Opportunity

Decision by Opportunity – People are more likely to make decisions when they feel that this is an opportunity not to be missed.

Therefore, focus on additional opportunities for clients that they may not have considered by listening very carefully to what they're wanting or needing.

While confirming you can help the client meet their wants or needs, this also allows you to think of additional ways your products or services could help the client achieve an opportunity or goal they might not have even considered.

Counter Decision by Apathy – customers will decide not to buy when they feel like the salesperson simply doesn't really care about helping them or doesn't really care whether they buy or not.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

6. Decision by Scarcity

Decision by Scarcity – People are more likely to make decisions if they believe they might miss out on something special.

Therefore, find ways to discuss the uniqueness of your offer.

Counter Decision by Sameness – customers will decide not to buy when they can't see any point of difference in either the product or service being offered, or in the way the salesperson is communicating with them.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

7. Decision by Advice

Decision by Advice – People are more likely to make decisions when they believe they are receiving professional advice.

Therefore, make expert confident recommendations.

Counter Decision by Incompetence – customers will decide not to buy if you lack the skills, or knowledge about your products or service. They will also decide not to buy if the way you present your advice is not confidently and professionally delivered, in ways that are easy for the customer to understand and aligned with the customers' expectations.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

8. Decision by Social Pressure

Decision by Social Pressure – People are more likely to make decisions when they see that other people they admire, or respect have either bought or experienced something they would personally like to have or experience.

Therefore, create validation through testimonials and stories of wider acceptance.

Counter Decision by Bragging – customers will decide not to buy if you over-emphasises who else has bought the product or service, or by name dropping 'big name' buyers who the customer doesn't really care about.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

9. Decision by Evidence

Decision by Evidence – People are more likely to make decisions based on the amount of validation, evidence and proof provided.

Therefore, back up what you're saying with evidence and proof and case studies.

Counter Decision by Opinion – customers will decide not to buy if you only provide them with your opinion and not evidence, proof or validation that the product or service will do what you say it will do..

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

10. Decision by Enjoyment

Decision by Enjoyment – People are more likely to make decisions based on the level of enjoyment they will feel during the buying experience.

Therefore, create enjoyable buying experiences for your clients.

Counter Decision by Disengagement – customers will decide not to buy if you say or do something that they don't enjoy or appreciate. Examples include using sarcasm, and when it's obvious to the customer you're not personally enjoying your job role.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

11. Decision by Ease

Decision by Ease – People are more likely to make decisions when it is easy, comfortable and stress free to do so.

Therefore, look for opportunities to guarantee, warrantee and help clients feel comfortable to make buying decisions.

Counter Decision by Pressure – customers will decide not to buy when they don't feel comfortable to do so because of your approach being too pushy, manipulative or 'technique-based'.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?

12. Decision by Price

Decision by Price – People do make decisions based on the price or cost.

Therefore, stack up value above price or cost.

Counter Decision by Price-Only Focus – unlike all the other examples of why people make buying decision, this Counter Decision will still result in a purchase by the customer.

Their decision will be to buy from the sales or service person that offers them the cheapest price. If you can't offer the cheapest price and you're only focusing on price (not helping the customer see beyond the price and realising the value), you more than likely will lose the sale to a cheaper offer.

How have you personally experienced this as a consumer yourself? As a salesperson, how have you experienced this with your customers or clients?



So, there you have it – 12 Reasons Why Buyers Decide to Buy (or Not).

I trust that you've gained value from reading and completing this worksheet.

I welcome any comments or feedback that you might have on this or any Sales Mastery Special Reports you might access.

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If you've got a Conference, Professional Learning & Development day scheduled, give me a call on +61 0418 400 369 to explore topics I could present to help you achieve your goals.

Until next time.....my very best to you.



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