



How people buy and need to be persuaded.

Why is it that most of us do not like being sold to? Essentially it is because sales people seem to tell us what we want with insufficient regard for the personalized decision making system that we each have. So ultimately we prefer to switch off and make choices for ourselves.

So how do we make choices? When deciding on a new TV, a holiday, moving house, changing jobs, financial investments, or a total new lifestyle, we consider the criteria against our own personal matrix of Needs, Wants, Beliefs and Values

Needs This is where we usually begin, with the logical needs. For instance, when choosing a new car we consider its functional benefits such as price, seating capacity, accessibility, economy, reliability, maneuverability, service and warranty. We probably prioritize these in some way and we consciously compare the options with our needs criteria.

Wants Then we start to think about the emotional issues – our wants. With our new car this could be status, prestige, social aspiration, peer approval, individuality, 3rd party perceptions of success, age, even virility; as well as altruistic factors like safety of others and the environment. Wants are what tend to differentiate us from each other and they are well illustrated by the **Maslow** model. Some of us are more cautious and concerned about survival and security, some care about social-acceptance and other people, some about personal recognition, and some about self-fulfillment. We tend to think and talk less openly about these Wants than we do Needs.

Beliefs & Values Underpinning and shaping our Wants are the deeply held beliefs and values that make us the people that we are. From early infancy these were instilled in us by our environment, experience, and the behaviour and lessons of people close to us. We think about these only occasionally. We engage them subconsciously when making decisions, and would only discuss them with people we trust. But they are at the base of our decision making matrix and determine how we feel about a choice to be made. Only when decisions ultimately feel right will we make them with certainty.

Decision Making Process So we have our own personal criteria matrix that makes us different, but to use it we also process information in ways that make us different. Some of us need 3rd party proof some of us do not. Some want intricate detail others want to hear the general benefits. Some want to see pictures, or to get our hands on samples, others just want to be told about it. Some of us like to consider several alternatives others prefer to hear the arguments for one option. This individual decision-making process when combined with our personal criteria matrix gives each of us our own decision making program.

So how does all this affect the way we like to buy? We will not buy from people who claim to know what we are thinking, and who show little interest for how we feel about the choices to be made. However if somebody seems to be taking the trouble to fully understand our needs and wants, and to learn what is important to us we probably will buy from them. If as they do this we sense that they have an affinity with our wants and values, understand our decision making program, and discuss ideas that meet our ultimate criteria then we are very likely to buy from them. Except that it will not seem like buying...because we do not feel we are being sold to!

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