

Last week we discussed the ‘3 Rules of Sales’.

In that article we talked about rule #1 – Your client does not like the idea of being sold to.

This week we are going to talk about rule #2 – People buy off you for emotional reasons, not sensible reasons.

Then next week, we will finish off with rule #3 – Once you sell them your product or service, you need to satisfy their emotional decision with reasoning.

How do you get someone to buy emotionally?

Let’s say you want to take your partner out for dinner. Some folks would start off with all the logical reasons to invite him or her for dinner.

If you really wanted to get someone to dinner, you might describe the last time you went there and why you keep going back.

You might talk about the amazing pizza they have, and that salad, the one with so much cheese, it was to die for.

In other words, you are creating a picture in their mind that either takes them back to the previous dinner, or sets up a scene for a new experience.

You don't do it with a list of reasons, you do it emotionally.

You were catering to their desires, and not trying to push them.

An old copywriter said to me once, "Why do they have a dessert on the menu?"

Because it's about emotion, often desserts are described in more detail than the main menu.

The real reason is because they often have the most margin.

If you are selling a product, you must think about your client's feelings and desires.

Here are seven emotions that we all have to think about when selling a product:
– Fear
– Greed
– Vanity
– Lust
– Pride

– Envy
– Laziness

While these may seem a little negative, there are others that complement these.

My courses and online products go into these in more detail, but it is important that you know what drives rule #2.

By knowing these, you must always remember that your product or service must appeal to you following rule #1.

Be authentic and believe in your product and what it delivers.

Until next week.

PLUS, whenever you are ready…here are four ways I can help you grow YOUR business.

1. Join my free Facebook group – *Sales Mindset Inner Circle*

My favourite thing to do is show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Make an appointment, and let me take you through the past, present, and future template.

3. Work with me one-on-one

If you are wanting to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a

month. If you're interested then email mike@mikebrunel.com and put 'Virtual Selling' in the subject line...tell me a little about your business and I'll get you all the details.

4. Finally, grab my *new* digital book on 'How to get a predictable sales system into your business without coming across as salesy'

Click the link: https://www.salesblueprintbook.com/book

Cheers

Mike



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.