In this week's blog, I talk about the importance of understanding the basic human needs we all have.

In addition, what it means to you as a salesperson, is if you discover a client's wants and needs lots happen.

My view is that unless you do discover the needs and wants of your clients getting a sale is harder, often blocked, and as a result, your sales will not move forward.

In this blog, we talk about needs, one in particular, how to understand them, and how to use them to dig deep into the core of your client's problem.

Certainty/Comfort

I think the most important human need is the need for Certainty.

It's our desire to feel in control and to know what's coming next, so we can feel secure.

It's the desire for basic comfort, the need to avoid pain and stress, and also to create a good outcome.

Our need for certainty is a survival mechanism.

It affects the level of risk we're willing to take in life—in our jobs, in our business and finally, in our relationships.

The higher the need for certainty, the less risk you'll be willing to take, or emotionally bear.

By the way, this is where your real "risk tolerance" comes from.

Knowing that, let me ask you a question

What and how does this relate to sales?

What does your client need to feel certain about your product?

What devices and assurances can you give them about your product or service?

What certainty can they get from you versus the certainty from working with others?

What risk do you take away from them when they buy your product?

Even though the product that is similar to yours is inferior or of lower quality than yours, why do they buy it?

If you can use that as part of your sales presentation, you move towards helping to meet your client's basic human needs.

Good selling.

PLUS: WHENEVER YOU'RE READY…

Here are 4 ways I can help you make more sales in your business – whether your business is big or small.1. Want to become a Sales Mindset Blueprint Member. Every month you get access to an exclusive coaching session with me as well as full access to my sales programme. Get the deets here.
Try the new '7 Days to Sales Success' framework. Make more sales in 7 days. The framework of everything you need to get started in making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to find out how you can grow your business by making more sales.
Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up-to-date sales ideas. Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here
Work with me one-on-one. If you're a business owner, small or large or in the professional

services you might just be a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Jump on a FREE 15-minute brainstorm call with me by clicking here.

Good Selling