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, if you discover a client's wants and needs.

My view is that unless you do discover the needs and wants of your clients then 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 it, and how to use it 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?

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

Good selling.

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

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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.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!