Understanding Basic Human Needs and Their Impact on Sales

Introduction: In this week's blog post, we explore the importance of understanding the basic human needs we all have and how it relates to sales success.

Discover the key to unlocking better sales outcomes by uncovering your clients' wants and needs.

Importance of Discovering Client's Needs:

As a salesperson, understanding your client's needs and wants is essential for achieving successful sales. Without this understanding, closing the opportunities you have been given becomes harder, and your sales progress may be blocked.

Here are three needs that you may want to think about as you go on your sales journey.

The Need for Certainty/Comfort:
One of the most significant human needs is the need for certainty. This desire stems from our innate need to feel in control and secure about what the future holds.

By addressing your clients' need for certainty and comfort, you can create an environment where they feel safe, comfortable, and confident in making a purchase.

Asking the Right Questions :
To better understand your clients' needs, asking the right questions is essential. Discover what your clients need to feel certain about your product or service. Consider what assurances you can provide to instil confidence in your clients. Differentiate yourself by demonstrating the certainty they can gain from working with you compared to other options. Additionally, identify the risks you can alleviate when clients choose your product or service.

The Impact of Meeting Basic Human Needs:
Even when there are similar products of inferior quality in the market, clients may still choose them over superior offerings. Understanding why this happens can enhance your sales

presentations.

By addressing the underlying human needs that influence purchasing decisions, you can better position your product or service to meet your clients' needs and stand out.

Conclusion: Recognising and understanding the basic human needs of your clients is a vital aspect of successful sales. You can establish trust and forge stronger connections by uncovering their needs and wants, particularly their need for certainty and comfort.

In this new world of selling, where human needs play a bigger part than before clients' need to trust you, provide reassurance, and differentiate yourself in the market.

Good selling this week.

Mike.

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 to 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 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.