



The 3 Principles of Sales Psychology

by Alan Ovson

If everyone had the same point of view, selling would be so easy. The problem is, we don't all have the same point of view, and selling yours to someone else is difficult.

Remember, you buy things too. Think back on how someone got you to do something or buy something you didn't initially think you wanted. How did they do it? Simple! They understood and respected your psychological needs and recognized these three basic principles of sales psychology.

PRINCIPLE #1: PEOPLE BUY FOR THEIR REASONS, NOT YOURS

People buy things, ideas, and concepts for reasons that have nothing to do with you. Buying decisions tend to be emotional and based on desire rather than logic. Make sure you tap into your customer's needs whenever you make a presentation.

PRINCIPLE #2: NO ONE IS INTERESTED IN YOUR PRODUCT OR SERVICE

Prospects and customers are interested **only** in what your products or services will do **for them**. If they find another product that solves their problem better than you can, they'll buy that other product. If you can answer their question, "What's in it for me?" then you have created a benefit. Clearly define this benefit in your presentation and you will have a prospective buyer who will be ready to finalize the deal.



**PRINCIPLE #3:
CUSTOMERS WILL ACT FOR ONLY TWO REASONS: BENEFIT OR LOSS**

Your customers and prospects will take action only if they will (1) gain a benefit or (2) avoid a loss. Long lists of product features which are the mainstay of sales presentations will not motivate your customers to take action. But, if you clearly explain how each feature creates a benefit or helps your customer avoid a loss, then you have a great chance of closing a sale.

These three principles get to the heart of your job, no matter if you are a salesperson or anyone else who needs to persuade their audience. If you can understand and solve your customers' problems, you can help them help themselves.

Using these principles when you create your sales presentations will help you close more deals.

Contact Ovson Communications today for information on how you can bring Alan Ovson and his expert negotiation advice to your next meeting.

Just for contacting Ovson Communications, we'll send you a FREE copy of Alan Ovson's 9-page Negotiation Quick Guide.