



## Why Do People Buy?

Have you ever considered why your customers or prospects buy your products or services? It seems only natural to consider why a company is considering buying from you, but odds are you rarely think about it. Consider this statement for a moment. “As individuals; we buy for two primal reasons, to seek pleasure or avoid pain”.

True? False? Either way it is something most of us seldom consider. With this in mind let's ponder some thoughts regarding our new found statement.

We buy to seek pleasure. Do you sell a product or service that is considered pleasurable to purchase? For me that would be things like cars, vacations homes, big screen televisions.

Those are items that are more personal than corporate. But there are things in our business life that you could find more pleasurable to purchase than others. For some that might be new computer systems, upgraded software or equipment, corporate event location planning. This list can go on and on.

We buy to avoid pain. Now this is an area that should be easier to put together. A newer, faster, smarter system helps avoid pain. Anything that makes our business life less complicated helps us avoid pain. Why is this easier to think about? Are we negative thinkers by nature?

In business to business selling this concept can be boiled down to the fact that businesses buy to increase revenue or decrease costs. Consider why you are speaking to a prospect or customer about your product. Better yet, why not ask them: “Why are you considering buying this product or service?” Then; this is the hardest part, remain quiet and listen to the answer. You will be amazed at what you discover. It would not even hurt to ask if this consideration is to seek pleasure or avoid pain. I would be willing to bet that the person on the other side of the desk will take notice of your question. Why, because they probably never thought about the buying process this way either.

Thinking; asking unique questions, is one of many ways to demonstrate you care about your customer and set yourself and your solution apart from the competition.

*The next tip on or about Dec. 15 ~ Is The Prospect Legitimate?*

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