

HOW TO

**MOTIVATE
YOUR
CUSTOMER
TO BUY**

smarter selling
stop talking and start listening!

Charmaine Keegan, Director, Keynote Speaker and Founder of Smarter Selling is a world leading expert in training high performance sales teams.

She is one of Australia's leading sales trainers. She has studied and observed the psychology of human behaviour, influence, persuasion and trust for over 2 decades and is considered an expert on Sales Techniques and how it relates to communication, in particular how to sell your solution effectively, with authenticity and integrity.

Charmaine has trained over 8,000 sales professionals empowering them with the confidence to embrace selling with integrity and authenticity to deliver immediate revenue growth.

She believes sales is comprised of four fundamental elements - good communication, exceptional customer service skills, personal accountability and a commercial mindset. She is passionate about selling and even more so, empowering others to sell.

Smarter Selling training programs set sales teams up for lasting success with simple to execute, contemporary and proven sales methodologies. They are developed and trademarked by Charmaine. They evolve as communication evolves. Her speaking engagements, webinars, workshops and programs are renowned for being informative, engaging, fun, interactive and highly practical. She makes it easy for professionals to sell and your customer to buy.

She also trains in NLP (how we operate), Hypnotherapy (unconscious communication) and Timeline Therapy (recognising your baggage and the baggage/beliefs of your customer). She continuously studies the psychology of human behaviour and is considered an expert on sales techniques.



How to motivate your customer to buy

The first thing to learn here is: the customer is not you. If you get motivated by saving money, having the best or whatever – we can mistakenly think that others are motivated in the same way.

So, to set the groundwork, in the same way that a customer thinks, communicates and generally engages differently compared to you or overall, it is highly likely they are not motivated by the same things as you either.

You are motivated

To motivate your client to buy, the first step is to make sure that you see the value and that if you were a customer you would buy it! So, ensure you are sold on what you are selling. Everything that you are thinking and feeling impacts how you act and behave, which is naturally being picked up by the client.

And when I say sold, I mean really sold. You are so sold that you are so keen to get on the 'blower' and reach out to help more people. You need to be 100%, inside-out, upside-down sold before you engage with anyone.

Have regular internal training on your solution to the point where you are crystal clear on how it benefits the client. Prepare the sorts of questions you need to be asking clients to know exactly how your solution fits into the mix. Know what questions your client may ask of you. This includes your USP and crucially, that of all the other main alternatives available to the client. You need to be sold on the investment and the worth to the client. It's imperative that you are sold on the value.

If you are only 95% sold, then that's the best that they will be too.

Persuading the client to buy

When we discuss motivating the client to buy, we acknowledge that there is a journey which starts with a need and ends with them using your solution to solve that need. Along this journey there are different stages of motivation.

Often, I'm told 'we need to motivate the client to buy' or 'my team need to be more persuasive' or 'they need to influence the client'. However, when I observe the sales call, it's clear the client isn't actually yet sold at all and the rep is ahead of themselves, dragging or pushing the client to the finishing line. Unfortunately, this can get worse, as frequently the rep gets super keen, flips into discussing discounts and offers in a zealous bid to get the client to committing.

In all cases the rep has completely misread the situation and whilst they are sprinting to the finishing line waving the contract, the detached client stands bemused (more often annoyed). The rep's persuasive language and behaviour laced with 'fear of missing out' tactics plus discounts etc, unfortunately is now doing more harm than good. They feel they are losing the client even more, so they discount to lure even more. It becomes a spiral.

So, let us agree that the place in which you find yourself on that journey is pivotal.



The journey you take together

It's primordial to understand where you (and the client) are at on this timeline. The journey is:

1. They have a need

You have ascertained they need what you have. You are asking questions, they are answering. The only talking that you will be doing, outside of questions, is to maybe drop in a 'credibility' tick - conveying 'yes we can do that', 'yes we do that every day' type of statements reassuring them that they are engaging with someone who can help.

2. You understand the client's situation

You have asked intelligent questions, listened and heard correctly. You have spent much more time listening than talking. So far, your only talking is you asking questions.

3. They get that you 'get it'

On the strength of your curiosity, the way you behaved, the questions you asked and the answers you give to theirs, the penny has dropped that you get their situation and you really understand what's going on.

4. They buy into you and your solution

Your manner and your intent have established that you are the trusted advisor. The stage you are at on the journey affirms them that you 'get them' as you demonstrate how your solution will solve their problem. They believe you and believe in that solution. It's at this stage that the motivating comes in - IF IT IS NEEDED AT ALL. If the client is sold they shouldn't need motivating, but there are occasions when it may require some further understanding of how they buy, what drives them and how to coax that along. Read more of that further down in 'When they are sold but static'.

5. You tie up the bits and they buy

Naturally and organically this flow continues into confirming the finer details and you start the process of them becoming a client (you get your sale) and you swapping hats from Business Development to Account Management (delivering on what you have promised).



Motivation to buy and wanting them to buy

It's imperative that you understand the differences between you wanting them to buy while they're not sold yet, and them being sold and you wanting them to 'get on with it' and order.

If they are not yet sold then do not devalue yourself or your offering by trying any enticing specials, deadlines or persuasiveness. You need to focus on understanding them to create a perfectly aligned solution that you land in a thought-through, well considered compelling message.

In 99% of cases, the client not being sold is the real hurdle. Our job as professionals is to recognise this and take a step back to rethink our engagement and approach. Did we rattle on and do a 'spray and pray' at them - throwing lots of benefits and hoping some will stick?

Did we misread the fact it was a referral versus them being sold on us? Did they really show an interest? Did they ask questions? Were all the right buying signals there?

In the event that they appear sold, but they are not buying then you need to ask yourself, are they really sold (or just telling me that). You can tell by the way they act and behave if its genuine or not. If they say, 'honestly I want it, but my partner doesn't' - go with your gut feel. It's highly likely they are saying 'I'm not really sold but I don't want to tell you that, so I'll use my partner as the excuse'. This person is not sold.

If they say, 'I really want it but my partner/associate/manager is against it, I'm unsure how to overcome their doubts'. This person is sold and wants it. Your job is to help them sell it on and address all their partners' questions with clear, easy to understand answers. If no one else is involved in the buying decision, you need to realise people have different buying strategies which may cause a sale to go static.



When they are sold but static

So, they are sold, they want it. They are definitely going to use you, but it's all gone static. This could be because the clients' buying strategy requires some time before they commit. How would you know this? Well, it all comes tumbling out during their chit chat! i.e. they say, 'At the weekend I bought a car'. My response - 'fantastic, how did you decide to buy that?' And then that's when they inadvertently roll off their buying strategy. These subtle chit chat indicators are so often overlooked by a sales rep.

'Ah, you know we saw that car a year ago and knew it was the one for us, but we like to sit on things a while'

Strategy is: *we like, we decide, we wait.*

Your approach: bring the timing forward - 'when you go ahead it takes time to get it to you etc' you create time.

'We saw it and our other one is old now and probably not safe'

Strategy is: *new for old, lean to safety.*

Your discussion: to highlight 'safety, evolving what you have as replacing, so it's more efficient'

'Our old car was fun but not very efficient'

Strategy is: *efficiency is valued.*

Your discussion: is about efficiencies.

'We saw it, but our current car is working fine so no need to replace'

Strategy is *new for 'broken'*

If they see their current product as not broken, you would motivate them by tactfully talking about it as though it were broken or faulty with your language. Great care has to be taken when doing this. And be honest, if it's working ok then move onto a client who needs it. However, if you are sure your solution is better then watching your language and refrain from implying and reinforcing what they have is good. Tact is key here.

'Our current car is fine, but you know, I love having the latest'

Strategy: is likely to be *an early adopter, could be showmanish.*

Sell by: discussing 'latest this and latest that'

'Ah yes, I saw this car a year ago, but you know you know how it is, you ponder on it, and later you still want it, so you buy it.'

Strategy is: *they will sit on it, delay.*

Sell by: You keep going back. They will eventually buy.



Now, of course these examples and these strategies are for a car, however, in almost every case I see the strategy of how you buy one thing mirrors how you buy most things, if the value is similar (i.e. buying a pack of chewing gum may not have the same value in a client's mind as a \$3K item).

Still static?

Create movement. In other words, don't you sit still and expect them to move. It is up to you to create the momentum - saying, 'let's get going' and you actually physically move. Now, this may seem forced, but if you think about it (or even try it), it's very hard to say 'let's move on this then' and remain fixed while saying that.

Create urgency, carefully. If there is a slight deadline coming up, try 'it'll be good to get this happening by Friday to allow you to have them before the Easter Break'. Practice it and use urgency wisely.

When they will not swap a competitor's solution for yours, even though it is better

If what you have is far superior to what your client is currently using, then a different motivational strategy is needed. Changing something is usually a pain. So, changing banks, changing insurance, changing anything, even if it's just via a phone call, it's an effort. So, even if your client in their heart knows it's not the best and frankly, right now, unless it's causing pain, they will not replace.

What do you do? There's an assumption that yours has to be "x7 better" before someone will consider moving. Interesting, but incorrect.

First, make sure they are in a positive 'open' frame of mind. Someone negative will be risk adverse, so switching from one supplier to another is risky.

1. You ensure you get a short review by an identical or similar client, candidly recorded on your phone (don't pick a competitor to that client of course).
2. You remove that belief. Right, how do you do that. You empathise so they realise you are 'on their side' and then they metaphorically can let down their defence, stop digging their heels in and are open to hearing what you have to say. Ensure you are professional, polite and have their interests at heart. Talk about outcomes for the client - avoid price - but focus on outcomes.



3. One day their current supplier ticks them off, and there you are, being helpful and bringing value. Hey presto, the negative emotional energy toward one supplier has worked in your favour and has resulted in you getting a go. Not the best way for it to happen but happen it will. Ensure you impress them, so they stay with you.
4. You empathise, do not push your point. You do not attempt to remove that belief just yet. Just keep turning up (or calling, whatever way you are engaging) and drip feed the outcome with your solution. Where reps get unstuck here is that they almost berate the client for their choice. The client doesn't want to be shown up as a fool for their previous choice, so empathy and understanding is best.

Mind your language

Let's say your solution costs more but is more efficient. Focus on and emphasise 'saving money' (whatever happens avoid any notion that 'it's more expensive'). I don't mean hide it, but most reps say 'I know we are more expensive but...' too late! Pack up and get out. You shouldn't think your solution is expensive. If you do, they will too.

When you are at the solution stage (you understand them, they are sold on you), be careful and highly mindful of your language. Saying 'change' or 'give this a try' can turn a client off. Many clients associate change with negative, it's an effort, it may go wrong. 'Try' implies it may not work. Instead use 'evolve', 'improved version'. Basically, focus on the outcome for them and not the immediacy of buying it from you.

The core in motivating your client to buy is to be sold yourself, to constantly have heightened awareness of what you and the client are saying and doing. Adapt to that client and do not treat everyone the same way. Your clients are individually motivated by different factors.

NEXT STEPS: BUILDING ON THESE **SKILLS, WHERE TO FROM HERE?**

There's no doubt that the current crisis is taking an intense toll on some businesses. But it's equally true that others are thriving – their sales are doubling or even trebling compared to pre March.

Being able to quickly pivot in response to a changing environment will serve you well. The good news is once we have learnt a new skill, adapted and evolved, then learning more becomes easier. We continue to develop.

Be comfortable with the uncomfortable!

To learn more about how to do this from someone with 28+ years of experience as a successful high performance salesperson and international sales skills trainer, contact us.

Read more of our sales tips
and strategies on [LinkedIn](#)
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