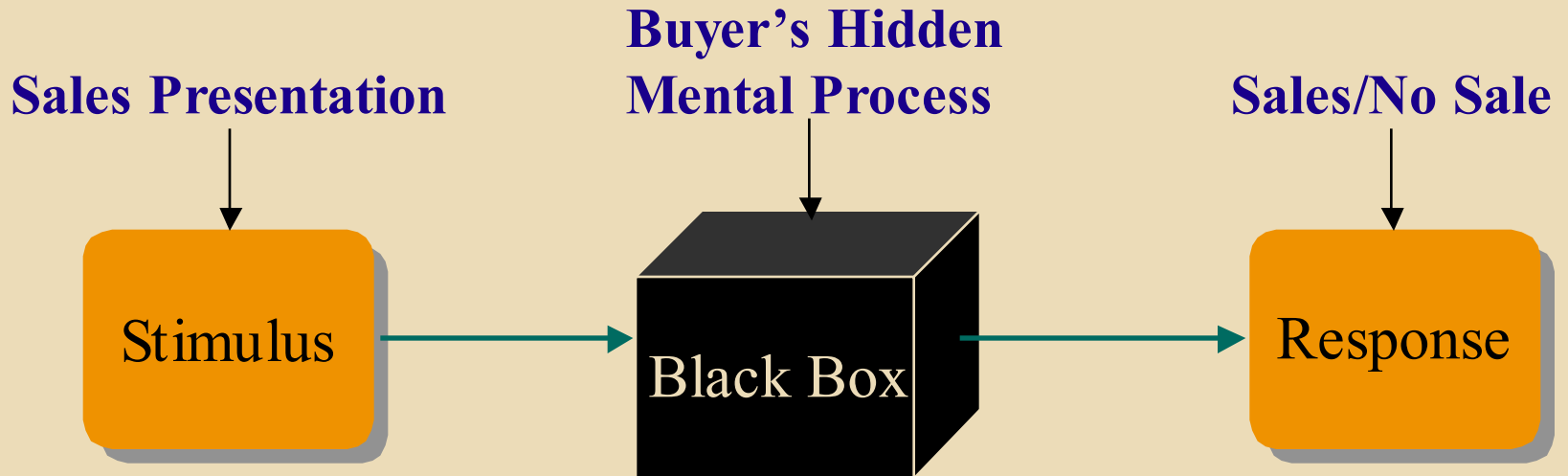


Chapter 2

The Psychology of Selling: Why People Buy, What People Buy

2-1

Stimulus-Response Model of Buyer Behaviour



Why People Buy

Needs - basic requirements for human life (must have)

Wants - discretionary items (would like to have)

Needs Analysis

**Diagnose the buyer's situation
before prescribing a solution.**

Conducting Needs Analysis

1. Explain why you conduct needs analysis
2. Use open-ended probes
3. Focus on what results the buyer is seeking
4. Use the Reverse Ripple technique (general to specific)
5. Use the SPIN technique
6. Ask “smart” questions
7. Summarize

Examples of Features

(tangible and intangible characteristics)

1. Nationally advertised consumer product
2. Air conditioner with a high energy efficiency rating
3. Product made of stainless steel
4. Supermarket computer system with the IBM 3651 Store Controller
5. Five percent interest on money in bank checking NOW account
6. Golf clubhead aerodynamically designed titanium steel

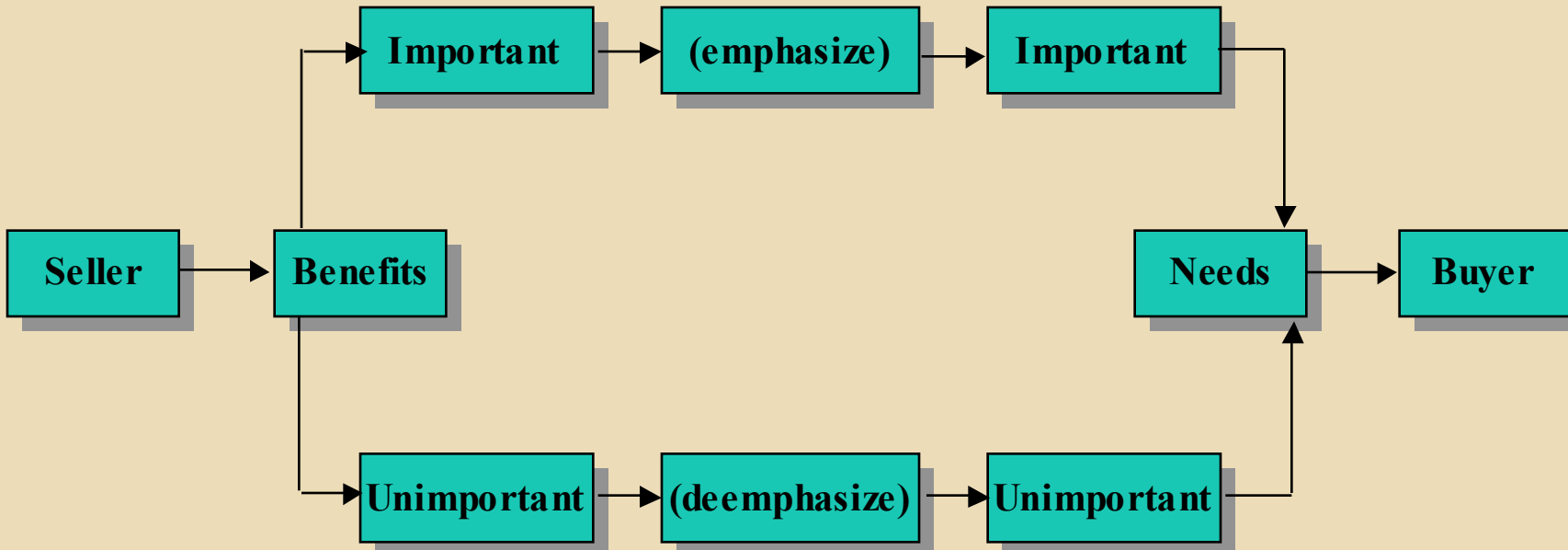
Examples of Advantages (performance characteristics)

1. Will sell more product
2. Uses less electricity
3. Will not rust
4. Can store more information and retrieve it rapidly by supervising up to 24 grocery checkout scanners and terminals and look up prices on up to 22,000 items
5. Earns interest that would not normally be received
6. Increased clubhead speed, longer drives

Examples of Benefits (favourable results)

1. Will make you a high profit
2. Saves 10 percent in energy costs
3. Reduces your replacement costs
4. Provides greater accuracy, register balancing, store ordering, and inventory management
5. Gives you one extra bag of groceries each month
6. Lower scores

Matching Buyer Needs to Product Benefits and Emphasizing Them in a Sales Presentation



Trial Closes (feedback questions)

1. What do you think of our money-back guarantee?
2. Is this level of quality what you had in mind?
3. How does our delivery schedule sound to you?
4. Can you see how our marker will save you time and money?
5. Do you think your employees will find our software easy to use?
6. What is your impression of the range of colours we offer?

The SELL Sequence

S

Show
feature

E

Explain
advantage

L

Lead
into benefit

L

Let
customer talk

Guidelines to Identifying Personality Style

Guideline

- How to describe this person
- The person's strengths
- The person's drawbacks
- Time orientation

Environment

- Room
- Desk
- Dress

Personality Style

- Thinker
- Intuitor
- Feeler
- Senser

Guideline: How to describe this person

- **Thinker:** A direct, detail-oriented person. Likes to deal in sequence on *his/her time*. Very precise, sometimes seen as a nit-picker. Fact oriented.
- **Intuitor:** A knowledgeable, future-oriented person. An innovator who likes to abstract principles from a mass of material. Active in community affairs by assisting in policy making, program development, etc.
- **Feeler:** People-oriented. Very sensitive to people's needs. An emotional person rooted in the past. Enjoys contact with people. Able to read people very well.
- **Senser:** Action-oriented person. Deals with the world through his/her senses. Very decisive and has a high energy level.

Guideline: The person's strengths

- **Thinker:** Effective communicator, deliberative, prudent, weighs alternatives, stabilizing, objective, rational, analytical, asks questions for more facts.
- **Intuitor:** Original, imaginative, creative, broad-gauged, charismatic, idealist, intellectual, tenacious, ideological, conceptual, involved.
- **Feeler:** Spontaneous, persuasive, emphatic, grasps, traditional values, probing, introspective, draws out feelings of others, loyal, actions based on what has worked in the past.
- **Senser:** Pragmatic, assertive, directional results-oriented, technically skillful, objective—bases opinions on what he/she actually sees, perfection-seeking, decisive, direct and down to earth, action-oriented.

Guideline: The person's drawbacks

- **Thinker:** Verbose, indecisive, overcautious, overanalyzes, unemotional, nondynamic, controlled and controlling, overserious, rigid, nit-picking.
- **Intuitor:** Unrealistic, far-out, fantasy-bound, scattered, devious, out-of-touch, dogmatic, impractical, poor listener.
- **Feeler:** Impulsive, manipulative, overpersonalizes, sentimental, postponing, guilt-ridden, stirs up conflict, subjective.
- **Senser:** Impatient, doesn't see long-range, status-seeking, self-involved, acts first then thinks, lacks trust in others, nit-picking, impulsive, does not delegate to others.

Guideline: Time orientation

- ***Thinker:*** Past, present, future
- ***Intuitor:*** Future
- ***Feeler:*** Past
- ***Senser:*** Present

Environment: Desk

- ***Thinker:*** Usually neat
- ***Intuitor:*** Reference books, theory books, etc.
- ***Feeler:*** Personal plaques and mementos, family pictures
- ***Senser:*** Chaos

Environment: Room

- **Thinker:** Usually has a calculator and computer runs, etc.
- **Intuitor:** Abstract art, bookcases, trend charts, etc.
- **Feeler:** Decorated warmly with pictures of scenes or people.
Antiques.
- **Senser:** Usually a mess with piles of papers, etc. Action pictures or pictures of the manufacturing plant or products on the wall.

Environment: Dress

- ***Thinker:*** Neat and conservative.
- ***Intuitor:*** Mod or ruffled.
- ***Feeler:*** Current styles or informal.
- ***Senser:*** No jacket; loose tie or functional work clothes.

Personal, Psychological, and Social Forces That Influence Buying Behavior

Personal Influences

Income
Age
Gender
Situation

Psychological Influences

Past experiences
Personality
Attitudes and beliefs
Perception

Social Influences

Culture
Social class
Friends
Family



Consumer buying decision process

Need
arousal



Collection of
information



Information
evaluation



Purchase
decision



Postpurchase
behavior

The Three Classes of Buying Situations

Low involvement



Routine
decision
making



Limited
decision
making



Extensive
decision
making

High involvement

