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Business Insight.

Understand the motive the buy.

*by Sanjay Limaye.
Principal Consultant.*

More sales are lost, by "selling" than by anything else.

It's strange, isn't it? In fact, your reason for selling is useless if they don't match the customer's reasons for buying.

Ask: "Why did my last 10 customers buy from me?" I am sure you won't know with 100% confidence. I'm talking about understanding the "real" motive, & not usual reasons like your price & quality just matches our requirements or he is your friend Take a deeper look at what caused the purchase. It is also true many times salespeople have fear of asking "Dear customer why did you give us the order?".

If you dig deeper into the buying motives, you will move higher in the decision-making chain. To be confident of getting that prestigious order one has to convince the highest authority in this decision making chain.

Now let's understand, what are the typical motives for buying. They can be broadly divided into 5 categories:

Motive 1. Purchase-oriented motives:

- Out of stock.
- Need for production.
- Need for business operation.
- Previous experience.

Motive 2. Emotional-oriented motives:

- High desire.
- Value of purchase.
- Desire to gain.
- In a panic - time constrain.
- Vanity or greed -- ego gratification.
- Low or no risk.

Motive 3. Experience-oriented motives:

- Previous experience.
- Preconceived notion.
- Certainty of performance.
- Confidence in quality.
- Brand loyalty.
- Supplier loyalty.
- Confidence in service.
- Salesperson loyalty.

Motive 4. Profit- or money-oriented motives:

- Lowest price.
- Work reduction or efficiency.
- Fear of loss - losing customers.
- Fear of loss - losing ground to competition.
- Better productivity or performance.
- Fear of loss -- losing revenue.
- Increase profits.
- Have the money or budget.

Motive 5. Results-oriented motives:

- Gain a competitive advantage.
- Enhance brand value.
- Improve the present product.
- Better market image.
- Increase customer loyalty.

Which motives fit your customers?

Its more than you know !

Are some motives more powerful than others? YES !! Fear of loss is greater than the desire to gain. You determine the value by the number of sales that result from each motive you uncover.

How do you expose these all-important motives? You start with the beginning.

Look at past successes.

Then study the loyal customers. Existing customers will help you understand the reasons they buy from you. Explore their history. Get their experience. Ask three or four consecutive "why's" questions to get to the hidden motives. Ask "Why that was important?" Get their experience on the long-term use of your product or service (even if it may be purchased from others). Motive after motive will come forth.

Then explore the dark side. The real truth will come from lost customers. Why did they leave you? What motive wasn't met? You may even renew a few relationships and regain some lost customers.

Here's a motivating way to understand the process: Don't think of it as "motive." Think of it as "money." Show me the motive, and I'll show you the sale.

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About Sanjay Limaye:

As a consultant with two decades of experience in sales, sales management, marketing and corporate management, Sanjay brings clients wide-ranging expertise in developing, growing and running sales and marketing organizations in today's global economy.

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