

The 7 Basic Buying Decisions

Before any successful sale can be completed, the prospect must be led through a series of basic decisions. In order for the salesperson to make the sale, the prospect must answer "Yes" to these seven questions.

1. Will I SEE the salesperson?

Create curiosity in the buyer's mind. Arrange to meet at an appointed time and keep the appointment.

2. Will I LISTEN to him or her?

Isolate the need swiftly by asking direct questions.

3. Do I NEED the benefits?

If the prospect understands their need, it will be much easier to satisfy it.

4. Does the service or product OFFER these benefits?

Select the features of your product that satisfies the need and convince the prospect of that fact.

5. Is this the best SOURCE for this product?

If the prospect decides to shop around you have to work harder to establish the reliability of the product and yourself.

6. Can I beat the PRICE?

You must establish the need versus money ratio in your favor immediately. Your product or service meets or exceeds the desired benefit level. Make their decision to purchase from you as painless as possible.

7. Should I BUY?

Elaborate upon the disadvantages of postponing the purchase. Emphasize the pleasures and advantages of completing the decision to purchase now. If the sale cannot be completed at that point, but the prospect is otherwise sold, get a commitment and follow up on it.

Understanding the need for the prospect to ask themselves these seven questions and helping them to answer affirmatively will be an asset in closing any sale.

In a Nutshell

*To keep improving after you've reached the top,
identify the key aspects of your performance
and seek small improvements in each one.
There's no limit to what can be achieved if you
excel one step at a time.*