



“Sales Triggers”

*How to push the right buttons to
make them buy*



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Introduction

Selling is all about persuading your prospect or existing customer that what you are offering is what they need or want. Now imagine the value to you if you gained the ability to persuade them NEARLY 100% of the time! How many extra sales would you achieve, how much extra would you earn?

The ability to control the mind of your prospect or customer is enticing and exciting and it is now within your grasp. Let me be your guide to greater sales success as I reveal to you the psychological tactics I call "Sales Triggers" that will make your prospect start buying from you and your existing customers buy more and more frequently!

In this book, you'll learn 27 powerful ways to ethically control their minds and trigger those sales for you! I've found that many of these triggers are unknown to even experienced sales people. However some you may already be using but you're unaware you are doing so. Others you may be conscious of using but unsure why they are working or how they could work better.

Whichever the case you will soon be reading and realising how your awareness and usage of the 'sales triggers' will set you apart from the others and dramatically improve your performance.

Do they work?

I've collected and proven their remarkable success over 30 years. Now I don't mean that I was consciously aware of them and using them - that realisation took some time and some help from attending many learning sessions around the world. What I will show you in this book is how they have worked for myself and a selection of the thousands of people I have coached in selling over the years.

Is using them ethical?

Good question! My answer must be yes! That's because daily you see them being used in some form or other in the marketing by big companies. It may be that they trigger your emotion to buy through making you feel guilty you haven't sent a 'thank you text' to someone or perhaps they appeal to your concern about risk by offering you guarantees or other safeguards. So you are not about to use some evil force but rather a powerful way to smoothly and effortlessly generate sales.

In the mood to buy

The Sales Triggers you will learn help take away resistance and put them in the mood to buy. When I first learned selling in the 1970's it felt unnatural to me as I was forced to learn 'sales scripts' and standard closing techniques. And it is still happening to-day! Go on nod your head in agreement with me as you recall a recent telephone call from a utility company offering to save you money on your phone or energy bill. Doesn't it all sound robotic?!?

By using Sales Triggers you will get into the mind of your prospect or customer and activate their desire to buy. You'll be going with their natural flow or thinking, making them feel reassured and comfortable and eliminating their resistance to buy from you.

I've effectively used myself and show others how to use Sales Triggers in such a variety of industries around the world. Such as.....

Working in the toy industry for giant Mattel, how we pulled the trigger and got people to buy Toys in JANUARY.. after an expensive Christmas!!

In the travel industry how we got holidaymakers to buy higher priced 'city breaks' in off-seasons times.

Helping accountancy firms double their fees from clients by using a selection of the triggers depending upon their client's type of business and aspirations for that business.

In the business of new media, through helping web design companies 'trigger' bigger contracts through aligning themselves alongside their prospect and pulling the trigger of urgency.

For companies in financial services triggers like greed, aspiration and risk reduction work across various customer types.

They work in many ways

SALES TRIGGERS is powerful. Using just one of the 27 triggers could double or even triple the response from your advert as well as your sales presentation so what would happen if you used all 27 triggers!!

Here's how you will gain by using Sales Triggers....

Present your product or service in the way that is most APPEALING to your prospect or existing customer

Make your customer buy through SELF REALISATION of the value or quality of what you are offering

Deliver an IRRESISTIBLE proposition by altering their mindsets

ACCELERATE their desire and willingness to buy – giving you quicker sales

Tell an ENGAGING story that prompts them to WANT to do business with you

Boost the effectiveness of your advertising and sales presentations INSTANTLY and without spending hard cash

Gain insight into their DESIRES which you can use to position your offer to be compelling to them

Make your selling virtually EFFORTLESS by knowing how to put them into a welcoming and receptive mode

How to use SALES TRIGGERS

Each of the 27 triggers heads up its own chapter. At the end of the chapter, I summarise the trigger and then give you some suggested action steps as to how you can use that trigger.

There's then a space for you to add your own notes or action plans. PLEASE make effort to make those notes – it's the best way for the powerful SALES TRIGGERS to start working for you.

Chapter One “Emotion”

The sales trigger is “EMOTION”

Great marketing and sales people don't sell products or services. They use the trigger of EMOTION. Many times the emotion evoked has little or nothing to do with the product. The objective is to ensure that the desired emotion gets linked to what you are offering.

Emotional triggers are delivered all the time. For example, if you send your Mother some flowers on Mother's Day then that flower delivery service is tied to your mother's happiness. That's emotional strategy in action.

Please remember that customers are:

Attracted to you by CURIOSITY – perhaps your offer
Select by LOGIC – especially related to geographical area or ease of access
But ALWAYS buy through EMOTION – their comfort, desire, happiness with you are just some of their emotions that TRIGGER SALES.

Here's the THREE points to remember about EMOTION whether used in advertising or in face to face selling.

1. Every word you use in your marketing and selling has an emotion linked to it and so tells a story
2. Your best sales presentation is an emotional outpouring from you using words, feelings, expressions and impressions
3. They may buy through emotion, but they will justify their purchase through logic

Let me tell you a story about a friend of mine, Peter.

Peter lives in a select neighbourhood in our part of the country. He bought a huge 4 x 4 vehicle for his wife. He told me that he had bought it because it was great when there's snow and ice. But the real reason he bought the car was because he wanted to 'belong' in the neighbourhood, be like other country people! But when he had to explain the reason for his purchase he ended up using logic - the safety of his wife.

Now in reality he could have bought a much cheaper 4 x 4 vehicle but he had fallen for the advertising which had focused on the reasons people use to justify their purchase.

Let me ask you to visualise a travel advertisement. If the advert simply gave details of how long the flight was, how many rooms are in the hotel, how far away the local shops and restaurants and how many bars and cafes to choose from – then it would not have the emotional appeal. Yes later, in the advert it can justify the purchase of the holiday with a few facts, but first the advert has got to appeal to your emotions - how great you will feel taking your family here, how relaxing it is, how your business stress will vanish and so on.

If every word tells a story, then consider carefully how you will trigger sales.

For example if you are selling a TRAINING COURSE or a PENSION PLAN think how harsh and hurtful it is if you use the word 'Buy' or 'Cost'. Now consider the emotional appeal if instead you use the word 'INVESTS'. What does invest infer? Yes, a return whereas buy or cost conveys almost a loss.

Let's look at a few more that TRIGGER the right emotions:

Don't ask them to sign the 'paperwork' but instead say 'Please sign the contract'.

Another I like is saying you give a "prompt and courteous refund". What is courteous doing here??!! How can a refund be courteous?? What people do is redefine it emotionally as courteous meaning hassle-free rather than just interpreting as meaning polite.

Don't say repair but say fix – it sounds more permanent.

Selling is an emotional experience and your words are vital in the success, or not, you will enjoy.

So how can you be more emotional in your sales presentations? How will you express emotion in your product or service? How will you recognize the emotional benefits of what you are offering?

Chapter One: Sales Trigger “Motion” ACTION:

What is the difference between how you will sell from an emotional angle and how you will sell with logic?

Emotion sells, Logic justifies

How will you express yourself with emotion?

Start with looking at the words you use in your marketing material, advertising and in your personal selling.

Does each word have an emotional expression?
Do your words tell emotional stories?

Discover the emotional reasons why people want to buy what you offer.
Write them down.

How will you express them in your marketing material and your selling?
Ensure you are including lots of PASSION!

Action Notes

Chapter Two “Imagination”

Sales Trigger “Arousing Imagination”

So why are all those TV shows on garden design, house decorating and improvements, fashion make-overs so popular? Why is it that thousands flock each week to wander around out-of-town furniture or home-improvement stores with their extensive ‘room-sets’?

Quite simply, most people lack IMAGINATION. They have difficulty in seeing how it will all come together for them and look right. They are looking for a solution.

In Chapter One I told you about the sales trigger of ‘emotion’. You can trigger emotion if you can AROUSE YOUR PROSPECT’S IMAGINATION.

What do I mean? Well imagine meeting the person of your dreams. This simple statement creates pictures in your mind! Through this style of approach you can have your prospects or customers IMAGINE the past, present or future.

IMAGINATION triggers powerful mind movies that help them ‘self to themselves’.

Let me show you how you can use it in your advertising copy with this example.

Ask them to remember a time when they felt totally excited. Their subconscious mind will search for a time when they felt that way and they will then start reliving that moment.

Chapter Two “Arousing Imagination” ACTION

To achieve this trigger you need to build on knowing their emotions that persuade them to buy.

Now how will you trigger their IMAGINATION or memory to search for the moment, relive it and of course, buy, invest or whatever you term as concluding the sale!!!

What do you want them to imagine?

Past, present or in the future?

How will you ask them to trigger this imagination?

What words will you use to link the imagination to asking them to moving to closing the sale?

Action Notes

Chapter Three “Value Proving”

The sales trigger is ‘Value Proving’

Here’s a truism, no matter how wealthy you are! No one wants to be taken advantage of and everyone wants to know that they are getting the best value.

Value underpins price. It’s not true that everyone wants the cheapest price. They want the “best deal”. The trigger here is that they need to be reassured and prove the value they are getting! The simplest way to do this in your marketing or selling is to show by comparison with your competitors the value in what you offer.

Sometimes this is hard if there is no directly comparable product. So help them justify their purchase from you by comparing the value you offer to products in other categories.

For example website design compared with a TV advertising campaign
Accountancy services compared with the tax implication of getting it wrong.

If you compare your product or service with others and prove its value, you are providing your prospect with the logic to justify the purchase.

One of the techniques I use is to take the cost down to the lowest denominator possible. For example annual membership of my online learning Knowledge Vault which offers a minimum of 30 learning modules is £148 per year for FOUR persons.

Which, is £37 per person per year or around £1 per learning module (how much will they gain from just one module?) Or it works out at around 10p per day.

See how this demonstrates great value and lets them make a sensible ‘value judgment’ by themselves? Try this value proving tactic of reducing your price to the lowest possible denominator.

Your customer will always have the question in mind, “Am I buying this at the best price possible?” Your job is to give them proof that they are!!

To achieve this, you should first bring up the question and then resolve it for them through effective communication of price comparison or information.

Here’s a good way to look at this.

Visualise that you are selling your home and you are showing a prospective buyer around. Which features would you want to point out that justifies the price you want for the house. The bathroom fittings, the quality kitchen, the ample power points, the TV aerial points you have ad installed. What are these features which may not be apparent to the casual prospective purchaser?

You are 'educating' your prospect and making the hidden value apparent. Now how can you do this with your product or service? It is up to you to show that the value you are offering will, either in the short or long time or both give more value than any other choice.

One other important aspect to note in using this Sales Trigger is 'lowest price first'.

Let's say you have two versions of your new web design software. It is usually best to offer the less expensive version first – or if you were putting it in an advert the least expensive item as the featured item. Then offer the 'deluxe' version as an alternative.

Your prospective customer will be attracted by the lower price but then buy the deluxe version. Now a strange phenomenon often happens here. If you then later ask your customer what they bought they will most often say they bought the lower priced version – even tough it was actually the deluxe version!!

What happens is that in their desire to get both the best value and the lowest price, they will ignore reality. The lower price attracts more interest so more sales are generated.

Another way to show value proving is 'lower price alternative', often used extensively in retail. Here you advertise just your LOWER price version. Then when your prospect visits you offer the HIGHER price version first. This will help your customer see the lower-priced version as even greater value. This means you can take your lower priced product which may have been perceived as expensive and sow it as greater value by presenting the higher priced version first!

Use this technique to achieve your REAL sales objective. Let's say you sell advertising. Offer your most expensive package first and then when your prospective customer hesitates, quickly offer a less expensive package which will look a bargain compared to the higher priced one.

If you offer the less expensive package first, your prospect will not think of it as a bargain!

Justify the price of what you are offering and you will add value to the offer. It gives your prospective customer one more vital and logical reason why they should buy.

ACTION STEPS

How will you show your value? Will it be with comparisons with competing products or will you do it through comparison with differing versions? Or will you break the price down into the lowest possible denominator? How will you help them see the possible savings or that the price is a bargain?

Check that your comparisons are truthful and that you can substantiate your claim.

Action Notes

Chapter 4 “Involvement”

The sales trigger is helping them achieve ‘involvement’ of your offering.

Hand in hand with this trigger of creating involvement is the sister trigger of creating “ownership” for your prospect. Both involvement and ownership are not new in selling. For many years they have been used to help consummate a sale. However their effectiveness is not often truly acknowledged. So let’s see how they can work for you!

You’ll have experienced the tactic of involvement many times, especially in direct mail advertising. Involvement is where you are encouraged to do something or to visualise something – the objective is to get you involved.

Cast your mind back to receiving one of those direct mail pieces where you have to peel off the ‘yes’ stamp and apply it to the order form. That’s getting you involved!

Or think of the advert for the motor car that encourages you to imagine making that long journey to see relatives through the worst of weather, yet arriving safe and stress-free because of the features of that motor car.

Now involvement comes in many ways in personal selling.

Astute retailers know they are close to a sale when, say they are selling kitchen units, the prospective customer starts opening the drawers and examining the way the unit has been made. Some experienced retailers have told me that when this happens they know they have a 50% chance of making a sale. One of my clients, a builder of new homes, has got his sales people to perfect the art of ‘involvement’ as they take a prospect around a show home. The sales person gets the visitors, let’s say a couple, to sit on the seats, try the shower taps, open the drawers, lift the garage door – everything that gets involvement which is followed by the next step of where the prospect assumes ‘ownership’.

Car sales people want you to kick the tyres, sit in the seats, take a test drive – everything that gets you involved.

Now translate this into personal selling where you can. When visiting a prospect how can you get them involved? Perhaps by helping you unpack your sample case, or help set up the projector.

A friend of mine was seeking funding for his new arena which was to house an ice hockey team. And that was here in the UK where ice hockey is a minor sport and perhaps even unheard of – certainly a sport in which most people have little or no experience.

To get involvement, at presentations to financiers he would take an ice puck and some of the equipment including pads, skates and sticks. It was quite amusing to watch usually stuffy finance types, touching the equipment and balancing the weighty and hard luck in their hands. My friend got involvement and this led to getting the funding he needed.

How will you get involvement?

Here's one way I do. If I am presenting details of my electronic learning programmes, which have a 'test' element built into them, I'll get the person to whom I am presenting to answer the questions and see their score. That's involvement! It makes my prospect make a commitment to take action.

Plus when I get them to move to the next question by using the keys on the laptop or the remote control, I get even greater involvement by them

If you are selling a big piece of capital equipment, look to see what small item from it you can take so they can unpack it and hold it. This involvement in a subtle way gets them committed. Give them a brochure and make them turn to a certain page – there's another form of involvement.

Ownership is a subtle difference to involvement where you now make your prospects feel that they already own the product.

In your advert or sales presentation, you get them to have mental imagery of actual ownership. Here's a 'mythical' example

"When you get this powerful OMEGA laptop home, switch on and see the clarity of the screen and colours. Now click on the 'amazing spelling' game, just one of the many fascinating software packages included. Who in your family is going to be the champion speller? Imagine how your children's' spelling will improve whilst you all have fun together using the OMEGA."

ACTION STEPS

Try and talk in your advertising or selling to your prospect as if he or she already owns your product or service and is using it. Make them use their imagination.

For Print Selling (e.g. adverts)

Describe your target prospect as actually using your product or service by using copy such as “see how easy it is to send text messages”.

For Personal Selling (e.g. face to face)

Ask them to do something, hold something – anything that physically involves them in your selling process.

Write down how you can achieve this.

Chapter 5 “Simple Decision”

The sales trigger is making it a simple decision

People are busy and often live complicated lives, so this sales trigger is focused on ensuring your message to them is basic and uncomplicated so that it is easy to understand.

How many times have you seen an offer from a company – and let me get your head nodding here by mentioning adverts about pensions – which you found difficult to understand. If you are like me, you’ll give up trying to understand it and just move on!

Simplicity ranks amongst the top in effective triggers, yet it is so often ignored.

The question you need to ask yourself is.. Where are you not keeping it simple? Look to your advert, your marketing material, your sales presentation, your offer and yes even your product or service. Is it all simple for your prospect to understand?

Look to see that you are not making some key mistakes such as.....

Using ‘big’ words because you think it will impress. They don’t as they just talk down to someone.

Using ‘jargon’ to make it seem like you are knowledgeable or important. Your prospect is more likely to think that you will be too complicated to work with!

Making your offer sound too good to be true. It probably is! Your prospect will be looking for the catch!

The key to simplicity is to FOCUS on what you want to achieve and eliminate that complicates the simplicity of your message – especially anything that is not relevant.

Now let’s look at how the simplicity sales trigger can work a little more effectively for you - especially in closing the sale.

Don’t offer your prospect too many choices. If you have your product in so many styles or so many colours – just focus on the one. Logic would say that offering more of a choice will result in more sales but I’ve found the opposite.

For some time whilst I was working in the travel industry, I found that travellers were perplexed and confused by the vast amount of holidays available in the many travel brochures. When one of our travel clerks presented them with a clear choice of one hotel in one resort, they bought! Each time we offered just one holiday in an advert, people found the decision easy to make and if that holiday became full, our travel sales team offered one alternative. But when we advertised a brochure full of many holidays the response was poor.

Being able to make a simple decision was what they wanted!

If your product or service has to have some complication in it – for example because of legislation as in financial services products- then ‘think customer’ and make the presentation as simple as possible for them. DON’T ASSUME they will understand. Devote time to explaining your offer.

Only AFTER your prospect has become your customer can you consider presenting a more complicated offer.

The opportunity for you is in knowing that an effective sales person is one who tells prospects exactly what they should buy. Narrow down their choices with sound logic and reasoning so that it is a simple decision for them to make. And then keep the sales process and administration simple as well.

Ask yourself “how can I make my offer so simple that my prospect just needs to pick up a pen and sign?!”

ACTION STEPS

Each complication you add then your sales effectiveness drops correspondingly.

Determine what you can remove to make your offer simpler.

Ask friends and colleagues to look at your offer and comment on its simplicity.

How can you make the choice easier for your prospect?

Action Notes

Chapter 6 'Anticipating Objections'

The sales trigger is anticipating objections so you can resolve them.

Your desire is to resolve any objection a prospect may have. But you cannot achieve this without first raising the objection with them! Plus you want to be able to anticipate that they will have been able to see that objection.

In other words you are first determining the likely negative features or objections you will encounter and then you make efforts to bring them up eerily in the sales conversation.

The hard part though is in RESOLVING the objections to the satisfaction of your prospect.

For example if you were selling a music system which your customers was required to take home and assemble, then there's a likely objection about the assembly possibly being too complicated. In this case, hit in early and hard with comments such as 'easy to understand manual' or colour matched plugs – just plug the 'red into the red' and the 'blue into the blue' style of approach.

If you bring up a possible objection and then resolve it, you have removed a major obstacle from your sale.

THE TRUTH IS too many sales people don't do this and try and hide the objection. Customers are sensible and clever and will see this.

The IMPORTANT point to note is that you cannot resolve and objection without first raising it and making them aware of the objection.

Let's look at an example of 'objections' being ignored. Here in the UK, Marks & Spencer have been a very successful store group. Then their shining mantle stated to slip and the results showed in their drop in market share and profit. Customers started to shun the store as they thought the clothing was 'dowdy' and 'frumpy' – not in fashion.

But Marks & Spencer appeared to ignore this fundamental 'objection' and took full page adverts in newspapers like the Financial Times to give a long list of what it was going to do such as focus on financial service, change its distribution schedule to save money and other items – but NOT ONE WORD in the advert about addressing the true cause and doing something about its lack of fashionable product.

I've got a copy of the advert and use it at seminars to show how removed companies can become from their customers. Marks & Spencer may have thought they were doing things right by listing the financially motivated actions they were taking in the financial newspapers. However, even if some of the money men reading the newspapers did not frequent the stores, they certainly have a spouse or partner who does!!

Far better if Marks & Spencer had not been so aloof and use the advert to hit head on the true cause of its problems. Perhaps some words along the lines of "No doubt you may have hear a few friends or colleagues' state that they have become disappointed in our fashion ranges of late. Well here are a few things you'll be delighted to here..."

If you don't raise the real objections that your prospects have in their minds, then you are wasting your time.

Bring out the objection early in your sales presentation and know your strategy and tactics for resolving that objection. If you quickly resolve possible resistance then you will gain respect from your prospect.

Your essential question to ask yourself is, "How can I take this problem and turn it into an opportunity." For many years my mantra, known by many and even laughed at by a few, but successful for me is the saying... There are no problems only opportunities!

Try this and the next time you encounter a problem ask yourself, "Where's the opportunity?" If you raise the problem with your prospects, you can DISARM them and even turn the problem into a benefit.

ACTION STEPS

Create your own OBJECTION TOOL-KIT – it's a simple process.

List on one side of a sheet of paper the possible objections you may encounter from a prospect. On the other side list the ways you can resolve those objections and turn them into opportunities. Now keep this list and update it regularly – sharing it with colleagues. Keep refining the list and noting where the 'opportunity' has worked to get you a sale...or not!

You MUST use this tool-kit with caution. If you raise an objection that really isn't much of a one, you are raising a problem that doesn't need to be raised. Focus on the SERIOUS hesitations that your prospect is likely to have. Keep an all-round eye on your total offering in order to see these objections. Include your competitors, pricing, delivery, packaging, after service, administration all within your action area.

Keep adding any new objections and how you resolved them to your OBJECTION KIT. I hold mine on a word processor so I can keep refreshing the sheet in both objections and its appearance!

Don't forget in your kit that you need to show why the objection is really a minor one or how you have overcome the objection in some way such as a good feature.

Action Notes

Chapter 7 Integrity & Honesty

Possibly one of the most important of all sales triggers is genuine integrity and honesty.

My teenage daughters watch all the music, fashion and 'in' TV shows and often treat me like a dinosaur! But I was intrigued by a saying they had picked up "Walk the walk and talk the talk". The bit about "Walking Your Talk" summarises the essence of integrity. Anyone can have integrity as long as they walk their talk.

Too many companies don't 'deliver their promise' and so their integrity comes into question. The sad fact is that there are TOO MANY of these non-deliverers (big companies and broken promises comes to mind!) which means that customers are suspicious and cynical to-day.

And that's a BIG reason why you need to check your integrity. The sales opportunity is enormous!

Your sales presentation will quickly show your level of integrity. Here's three key ways your integrity is exposed through WHAT YOU SAY:

Is you say something inconsistent with everything else

If you make an unproven exaggeration

If you say something out of context with your character

Before your prospect will buy from you, they have to overcome The Wall of Resistance and to do this they have to have some opinion about you and especially Know, Like and Trust you.

One of the ways to kill any trust and respect is to NOT walk your talk. If you offer delivery in 7 days, then make it. If you promise to get a quote to them by tomorrow – make it. If you promise to give a refund – do it quickly.

The power of the sales trigger of integrity goes beyond what you say. It can also be in your actions (body language) and your image. For example, how you dress when visiting a prospect. All too often I see people going to sales presentations (and software, web designers, techie people are guilty here!) slovenly dressed. This says sloppy image, likely sloppy work!

Remember, the trigger of integrity is pulled in the vital prospect 'hesitation area' of after service. If you are selling a car, a house, a service then your prospect will know that it is likely to be a good experience during the sale but what happens after the sale? The way you handle this hesitation and show how you 'walk the talk' is vital.

Let's zero in on your sales presentation. It is VITAL if you are to convey integrity that your THOUGHTS, WORDS & ACTIONS are in alignment. It doesn't matter how much you talk, if your actions don't follow your words you are in trouble.

If you will acknowledge with me that integrity is vital in the sales process, then you may need to know how you can improve your integrity.

Here's how. Be AWARE. Be aware that you must have synergy or alignment in what you THINK, SAY & DO. Start by examining where you may not be aligned and have an action plan to correct this misalignment. Where do you fall short on your promise, where do you stretch the truth too far, where do you over promise and under-deliver? What might you be covering up that may affect your customer's satisfaction?

Here's the GAIN. The integrity of someone delivering a sales message is always incredibly clear to the person receiving the message. Good integrity equals great sales success.

Now let's dig a little deeper into INTEGRITY and add to this sales trigger with HONESTY – probably the most powerful force in selling.

If you are dishonest, you may get away with it for a few times but you'll soon be caught out. Honesty brings many gains not the least of which is it triggers the power of referrals. Your customer is much more likely to give you a referral if they are fundamentally happy with your honesty.

As I said earlier, your customer can quickly spot an untruth. The majority of people are honest and it is sad that the minority cause the tarnish. But they do and customers are suspicious.

Your objective is to KNOW THEIR HESITATIONS with regard to honesty. Remember their hesitations or opinion may have been formed by a bad previous experience with a supplier.

One key action in a sales presentation is to be careful not to exaggerate. Now we all offer enthusiasm – your customer expects passion from you – but there's a red line of over-exaggeration you should not cross. A clean and honest presentation will do wonders for your success!

ACTION STEPS

Look over your sales messages, material and presentations. Are you totally happy that everything you are saying is truthful? What will you do about it if it is not?

Action Notes

Chapter 8 'Authority & Comfort'

The sales trigger here is giving comfort by conveying your authority and expertise.

Watching the TV News the other day, I was amused to see the man being interviewed as an expert on 'seagull droppings'. The location of the news item was a seaside town which the council wanted to clean up! They called in this man who billed himself as an expert as he could tell which type of bird was responsible for which droppings!! He had established his authority, got good publicity and of course a good contract to do the work.

You can always find something to say about your company which will beneficially establish its authority and position in the market place. And the gain is that customers like to do business with people they perceive as experts.

Establish your expertise and consequent authority and you'll be pulling a sales trigger.

In every sales presentation try and build in an element that will establish your authority. With myself, I'll build in the fact that I am a Chartered Marketer and give an overview of the type of clients for whom I either do consultancy or present seminars. And I try and customise that expertise to the sector – for example "a leading presenter of business development workshops for the data destruction industry" (I've presented world seminars for the trade association for the industry).

Take some time to look at your business and identify what you can say about it, your people, your services, your experience, and your customers that establishes your authority and expertise in what you are selling.

A good way to consider making this more tangible is to either use branding or a 'strap line' in your advertising.

Years ago when I was working in the travel industry handling the marketing of a chain of travel agents called Dawson & Sanderson we came up with the strap line "The Travel People". Soon customers, press and suppliers were using it – by including the word 'the' we gave it even more emphasis of our expertise.

Don't ever stop using whatever phrase you decide upon as there's always a new prospect around who needs reassurance that he or she is dealing with an expert.

That's how your prospect gains CONFIDENCE in you.

Customers want reassurance and confidence that they are making the right decision with their purchase and that they are spending their money wisely.

Often they will seek an outside person so they can gain that reassurance. However, if you and your team establish your expertise and authority in your sales presentation then the likelihood is that your prospects will trust you and won't need any expert opinion.

And if your competitor has not established themselves as experts you have a DISTINCT ADVANTAGE which is greater than a mere competitive advantage.

Here's some other ways in which authority can be expressed.....

By title. I'll often get asked to explain my title of Chartered Marketer (there's only about 150 of us qualified this way in the world)

By age or experience. Now I'm in my 50's I can compete effectively and overcome the energy of the young bucks chasing behind me, by using 'gravitas' in my presentations. Labouring on my years of experience by getting the prospect to admit they are seeking such experience and giving a panorama of my ability and expertise that can only come from years of experience build son the gravitas.

By knowledge. This is a strong way to impress your authority on a prospect. The more you know the more effective you'll be. I learned this at an early stage in my sales career when I was working for aluminium giant RTZ. We offered aluminium extrusions that went into coach and truck building. I spent time learning how the trucks were put together and where savings could be made (we sold aluminum by the pound weight). I was then regarded, at an early age, as an 'expert' in my company on advising truck builders. This means I got the juiciest of the contracts!

By dress. The police and the military use dress and insignia to establish authority. I use dress in the form of smart suits in my seminars to establish myself as the seminar leader. And I'll often change ties a few times across the day which always draws attention! If you have taken the time to dress smartly (women often judge a man on the cleanliness or polish of his shoes) then you are making an authoritative statement. Even a quality badge will establish your authority – look how people will seek out the manager by examining badges.

Your prospective customers like authority. Use it in your selling as the trigger to give confidence that they are making the right decision.

ACTION STEPS

Identify and list the areas of authority in which you may be termed as a specialist IN THE EYES OF YOUR PROSPECT.

List how you can express these areas to your prospect. Will it be through a brand name, through a strap line to your company name, through promotion of yourself in PR terms.

Find the advantage you offer in authority terms over your competitors and promote it strongly. Are you the smartest, innovative, knowledgeable, best equipped, won the most awards – whatever it is find and show your authority.

Action Notes

Chapter 9 “Challenge”

The sales trigger is to engage mentally with your prospects and existing customers and challenge them to respond.

It is said that we only use 1% of the power of our brain. My friend, Laurie Philp of Mind Mentors (www.mindmentors.co.uk) says we spend more time learning to programme our video than we do our brain!

Yet with a little knowledge, you can stimulate the brain of your prospect to reach a conclusion in your favour.

Here's how it works. The more the mind of your prospect must work to reach a conclusion, then the more positive, enjoyable and stimulating will be the experience. To achieve this with advertising or selling needs you have to have what is termed as 'whole-brain appeal'.

Unfortunately most advertising and selling only has partial brain appeal. Different parts of the brain perform different functions. The FOUR Parts of your prospect or customer's brain that you want to interact with are those that control:

SENSATION
INTUITION
THOUGHT
EMOTION

(SITE)

People experience the most pleasure when all these arts of the brain are engaged in pleasurable levels of stimulation and activity.

But the problem is that too much advertising or selling only addresses one or perhaps two of these. For example if an advert just grabs your senses (sensation) it will only be temporarily attractive. To be really successful it needs to also engage your thoughts, emotions and intuition. How can you use this?

If your sales presentation is too obvious then it becomes boring or prospects feel you are looking down on them. However provide a little suspense or dramatise your presentation, make them think or self-realise, and you've got a good force working for you.

Here's an example of a recent advert by Premier Lodge, a lower cost hotel chain comparing itself with Holiday Inn. The advert says the Holiday Inn charges £129 a room and it lists what that includes. It then says that Premier Lodge is £48 and lists the almost identical features it offers. Now it does not say to you look at the difference of £81. It lets you do the math's, use your intuition and come to your own conclusion.

The mind has had to work a little to reach its own conclusion. Subtle, yet powerful. Simple, yet not easy to understand?

Think of a moment in your life where you worked hard to achieve something- perhaps a difficult sale? You really appreciated that win didn't you? Now think about the sale that just landed on your desk and all you had to do was fill out the order form. Not the same level of personal satisfaction was it?

Anything that will cause the mind of your prospect to work much harder to achieve a conclusion of their own creates that enjoyable, stimulating and positive effect you want for them to buy from you.

Let's take this a bit further. If you make your selling too obvious, your prospect will either feel patronised or bored with you. If you can make them think, give them a challenge, you create a stimulating mental effect.

If you've been to the gym or engaged in a sport where you have had to exert energy and stretch yourself, you'll recall how good you feel afterwards as the 'feel-good' hormones flow through your body.

Now recall achieving a difficult sale or solving an awkward customer problem. You were challenged, you succeeded and you enjoyed the feeling.

How will you translate this into getting your prospect or customer to stretch his or her mind?

The answer lies in you talking less!! When you talk too much you reveal too much! You have to give them time and opportunity to let their mind and intelligence be engaged.

Take time to build your sales presentation which challenges them to think or be stimulated so that they can reach, with you leading them, the conclusions you want them to arrive at. Photocopier sales people are usually quite good at this. They'll get the prospect to use their own calculator to work out costs and savings as they progress through a presentation. The prospect has then made his, or her, own positive conclusions!

If I'm making a presentation about running a training course, I'll ask them to work through with me to reach a conclusion on their return on investment through taking a standard formula and then customising it to their business.

ACTION STEPS

Reread the content above about stimulating the FOUR parts of the brain. How can you structure your presentation to achieve this so that your prospect's brain is mentally engaged in your presentation?

Action Notes

Chapter 10 'Risk Reduction'

In to-day's business world this sales trigger, Risk Reduction, is very emotive and powerful. Used correctly it gets you higher into a business and you are perceived more as a trusted adviser than a salesperson.

I've been coaching many businesses selling a wide range of security and protection oriented products into how to sell further up the ladder in a company by offering a risk reduction solution.

Risk is now a major concern of companies and risk comes in many formats. It's not just the danger of terrorism, or fire or flood, or burglary. But think of other issues. How about theft by employees, fraud by management, loss of image by bad PR, inability to get insured because of risk issues, risk of competitors taking their business, risk caused by suppliers, risk from poor market research, risk from inappropriate e-mails being sent by staff, health and safety risk, lack of compliance risk and so on.

There are lots of triggers to pull if you can position your product or service as providing 'risk reduction'.

Research by IDC showed that the top 5 concerns of medium-sized businesses are: Reliability and up-time, security, performance, software cost and privacy. From this IDC determined that companies were not deploying sufficient resources to recognise and manage risk. Many are underestimating risk and need guidance. Opportunity for you?

But again to use this trigger it has to be a genuine risk reduction you are offering, your prospect has to be able to see the value. And recognize your qualifications.

One way I have been helping records management and data destruction companies is to use, customised to them my "De-risking Toolkit". Here's how you can adapt it for your business.

You want to get as far up the ladder in a company as possible. Selling is easier at the top and it's where the cheque is signed!!

Our together your own toolkit which can be a simple document, designed to prompt them into determining and taking action in key 'risk' areas. Here's a running order I use in the tool-kit.

Step One Identify and list risk areas with special thought to the key areas of Strategic Risk, Operating Risk and Revenue Risk. (Tip- where does you product or service fit in here?)

Step Two Categorise and prioritise those key areas. Perhaps use a traffic light system of Red, Amber and Green to signify levels of danger.

Step Three Assess the implication and rewards. Don't just focus on the process of assessing risks but also on the REWARDS from doing so.

Step Four Set priorities, timescales and costs. Which risks are insurable or not? What will be the impact on the business if no action is taken?

Step Five Check the action plan. Is there clear lines of communication and have all stakeholders bought into the plan.

Step Six Troubleshooter. Consider a range of obstacles and hesitations you may have implementing the plan and detail tactics to handle them. Some common problems are:

Too busy with other jobs

Inaccurate feedback and data

Tendency to blame external factors

ACTION STEPS

Look through the six steps and see where your solution fits in. Think adventurously here! You can adapt the tool-kit and brand it as your own and offer it free to prospects. It will establish your credibility and authority, as well as making them think! ...so hitting a number of other sales triggers!!

P.S. If you would like me to send you a free copy of a sample tool-kit then please send an e-mail request to Kim Gallagher

<mailto:success@bizvision.co.uk>

Chapter 11 'Up Front Objection'

You know that you can't fool your prospect. If something is not right with what you are offering, your prospect will either know, sense or feel it. Correct?

Therefore if you think there is something negative or faulty with what you are offering, bring up that negative feature as quickly as you can in your sales presentation.

By presenting a negative feature up front, you neutralize the initial resistance and you are perceived as honest rather than deceptive.

I recall my time in the travel business, and the most successful of our sales clerks were always the ones who would point out that the hotel was near a main road but then highlight the other features that this brought about such as ease of access to the nightlife and the underpass to the beach.

The secret to using this trigger is to bring up the negative feature EARLY. Highlight it as an objection.

Naturally your next step is to resolve the objection. But, as important as it is to resolve the objection, it's even more important to bring it up in the first place.

ACTION STEPS

Determine yourself or with the help of colleagues, any feature of your product or service that may be regarded as a negative for your prospect. How will you present this early in your presentation? What ways will you use to help resolve this objection?

Action Notes

Chapter 12 'Exclusiveness'

Everyone likes to feel special and this sales trigger makes no exception – sell exclusivity!!

Most people have some form of envy. Envy of popularity; envy of ability; envy of wealth. Most people would like to belong to a rare group that owns a product that only a few people can own and enjoy. It's human nature!

The essential concept of this sales trigger is to make your prospect feel that he or she is very special.

The usual way to do this is to limit the numbers available of your product – say it was a print of a drawing. The thinking behind this limited edition approach is to create emotional pull, desire and to provide value.

So how can you use the power of exclusiveness in your selling?

You must make what you are offering appear to be exclusive. You can achieve this by limiting the number available and then making this known to your prospect. Or it may be that you can only offer consultancy to so many firms each year and you are already 70% full!

Each year a company I know, offers a Marketing Forum on a cruise ship. The 3 day event is exclusively for making high-level contacts and the guest list is 'managed' to ensure the right people are on board! This exclusiveness, coupled with the opportunity of making the right business contact ensures all places are sold each year and at a very high price!

All too often, I'll talk with a company that wants to offer a seminar and wants to do this for free, assuming they will get more attendees. I say to them charge and make it exclusive. OK you'll not get as many attending but you will get the right people and, if they have paid, they'll turn up as they value it more!

If you were selling a limited edition book, you might number each book and personally sign them.

ACTION STEPS

Write down an exhaustive selection of ways you can make your product or services seem more unique, exclusive or rare.

Chapter 13 'Credibility'

Be careful about this sales trigger as credibility is not just honesty and integrity. Credibility is about being believable.

I've been working with a UK business support organisation called Business Link in Kent. They offer a successful business growth programme for small businesses which has been doing okay in its number of businesses participating. But recently they got one of the graduates from the programme to speak in support of the programme, a man whose business was literally saved from bankruptcy through his participation on the programme.

This man gave so much credibility to the programme that the conversions (those taking up the programme after getting details at a seminar) rose from around 15% to a massive 60%.

Credibility comes in many ways. It also means being truthful without exaggerated claims or rash statements.

However some people make the mistake of thinking that too much credibility cannot harm. A good example is the UK jewellery chain, Ratners, where the Managing Director was trying to be too frank and showed, at a press conference, a cheap product which was sold by the firm and he referred to as 'cr*p'. The result of this faux-pas or 'too much credibility' was that the firm foundered and doesn't exist to-day.

But credibility is powerful. It can turn around attitude. However it needs to be handled with respect. One factor that can affect credibility is if objections or complaints are not resolved effectively.

So how can you add credibility and use it as a sales trigger within your presentations. Here's some ways to consider.

Partnering. Find a 'partner' that offers the right image that can endorse your credibility. I wrote and presented a film called Spend Less, Sell More! It was produced by BBC TV which obviously is a name of great credibility. That film has opened many doors for me, worldwide!

Brand link. How can you link your product or offering to a well-known brand which has the right image? For example, if you are a retailer selling SONY then align your name alongside theirs (subject to abiding by any of Sony's promotional rules and not infringing their copyright). Sometimes I see software firms who have received a Microsoft accreditation hiding it away instead of shouting it out!

Endorser. Many companies will use celebrities as a way of endorsing them and giving credibility. That's Ok, but watch out if that celebrity strays from the having the right image for you Michael Jackson endorsing Pepsi comes to mind! However, finding an industry figure could be a great way of getting your necessary credibility endorsement.

Location. Sometimes a city or a locale can add credibility and is why you'll find some companies choose cities carefully or have an office in the 'right' city. London and New York are credible cities for finance, Paris and Milan for perfumes and fashion.

Qualifications. The qualifications of yourself and your people can add great credibility. I believe my Chartered Marketer status helps my company BizVision with its credibility. If you aren't sure about this one ask yourself if you would like brain surgery performed by someone who didn't have the right qualifications!

Technical Expertise. Without perplexing your customers, you can use a small technical message in your presentation or marketing material that shows your expertise and hence your credibility. Don't overload on this or you'll lose them. A short paragraph explaining a technical point is enough.

Research. Show that you have done your research gives your customer confidence to buy. Explain to them how much and what type of research has gone into your offering.

Action Steps

Check your sales presentation and material to see that your messages are believable. Then determine which of the options above you will use to communicate credibility.

Action Notes

Chapter 14 “Curiosity”

This sales trigger is the first of the three actions that secures a sale. Prospects are attracted by curiosity, select by logic and buy through emotion.

In a sales presentation, too often too much is revealed. This leaves the prospect too little to be curious about.

It is essential to sow the seeds of curiosity at varying times throughout your sales presentation.

A simple way to achieve this is to structure your presentation with its beginning, middle and end and sow your seeds of curiosity in each of the three areas.

So what are these seeds of curiosity?

Imagine a prospect asking one of your existing customers the question: “What are they like?” That’s curiosity. Think of others such as...

What does it do?

Where does it work?

What does it taste like?

What will I look like?

Does it take long?

How much does something like that cost?

What’s it like to drive?

...and so on and you are now understanding curiosity

Write down some like the above relevant to your product or service.

If you are selling a piece of software, then hold back on some of its benefits with the promise that there’s more to be told!

What part of your story can you hold back in order to arouse curiosity and create demand?

Curiosity can be used when you mention some benefit or gain at the beginning of a presentation and say you will reveal it later. That’s why it is always good to start a presentation on a ‘last slide first’ basis. It arouses their curiosity greater and makes them listen to the whole presentation.

Remember that just because your prospects are supposedly listening to you does not mean that they understand your sales message. If you allow the curiosity sales trigger to work for you throughout your presentation, you'll increase the comprehension of your offer.

A tip here that I use. If I am making a presentation to a group of people I'll try and sow some seeds of curiosity personalised to the varying types of members of the group. For example, if the group consists of the sales director, financial director, managing director and training manager, I sow seeds relevant to each. This may be an early seed for the financial director saying I'll show a unique financial return, for the training manager how the concept links into industry benchmarks, for the M.D. how profit and survival of the organisation will be achieved and for the sales director how targets will be exceeded and performance improved.

I'm not simply listing benefits here. I'm presenting the sales trigger of curiosity in such a way that they know there is something personalised for them in the presentation and this means they will see it will be worth their while listening.

Action Steps

How will you structure your presentation to sow the seeds of curiosity?
What will those seeds look and sound like?

Action Notes

Chapter 15 ‘Synergise and Harmonise’

You have to realise the importance of understanding your marketplace and having synergy with it - you need to harmonise with what customers want and are willing to pay for.

However, all too often companies are more interested in making a sale or launching an ‘innovative’ product rather than service the needs of the prospect.

You have to be prepared to modify your product or service to fit the marketplace or to fit the needs of your prospect.

This means that you need to listen to and harmonise with the market. It may be that what you’re offering needs to be tweaked, something removed or added. Perhaps it needs to be made cheaper or presented in a new or simpler way.

I’m often guilty of trying to be too innovative with my training content. I’ll revise content and change it with the thought that companies will want it because it will keep them ahead. But time and time again – and you would have thought I should have learned by now - I’ll be asked to change it because “we just want something simpler”.

You don’t have to be a genius to synergise and harmonise with your prospect. You just have to have a good eye and ear.

ACTION STEPS

If your prospect doesn’t want a feature or benefit of your product or service, then don’t offer it!

Look at your sales presentation, advertising and marketing material and eliminate or change anything that might cause your prospect to say ‘no’.

Action Notes

Chapter 16 “Continuing Momentum”

This sales trigger is about how you can get more from a sale by understanding the principle of what I term as ‘continuing momentum’.

Once a customer has bought from you, made a commitment, then there is the opportunity of continuing momentum were they will buy more or upgrade their purchase.

Once they have committed to the basic purchase they are committed to a course of action consistent with what they have already done. For example, you are buying a new car, have made the decision, the salesman is processing the order and then e asks you if you would like the body work treated with a special polish or the upholstery treat with an anti-stain treatment and you say ‘yes’. You do this because once you have made a commitment the tendency is to act consistently with that commitment.

The sales person is taking advantage of continuing momentum.

Whilst in the travel business we used ‘continuing momentum’ in many ways. For example once someone had booked their holiday package we kept the consistency going by offering overnight stay package at a hotel near the airport, car hire whilst on holiday, and upgrade in the aircraft seats and so on.

A client of mine, a builder of new homes, gets the commitment to the home and then makes a greater profit by offering various elements that will customise the home such as fixtures and fittings. Taken individually a customer would normally say no because of cost, but once they have committed to the capital purchase of the home, they act consistently and invariably say yes.

The secret to making continuing momentum work for you is to make the original offer SIMPLE to understand, easy to buy.

The most important thing you can do to turn a prospect into a customer is to make it incredibly easy for your prospect to commit to a purchase, no matter the size of the cost of the purchase.

Make the first commitment simple, small and aligned with their needs.

Now use continuing momentum because once the commitment is made the game changes. Existing between you and the customer is now a relationship based on commitment and consistency that allows you to gain future or additional purchases.

Too many sales people ignore the opportunity of continuing momentum – happy to take what they have got. But now you know that once that first purchase decision is made, your customer is inclined to act and buy in a way that is consistent with their first action. PROVIDED you make the first action small and simple.

Action Steps

How can you make the initial purchase small and simple?

What will you have to offer to take advantage of the continuing momentum?

For telephone sales offer an additional product or service.

For face to face selling add an accessory or something aligned to the product just purchased.

Action Notes

Chapter 17 “Alignment”

The sales trigger of alignment means ensuring your offer is aligned to the nature of your product or service.

I've long held the belief that each product, service and company has its own unique personality and nature. After all, a limited company is a legal entity in itself! It's up to you to determine what that uniqueness is.

If you don't understand the nature of what you are selling, you won't sell effectively.

Insurance is not something anyone wants to be frightened into - they need to buy from self realisation gained from the seeds planted by sales people about what insurance is for and how it will relate to me.

I don't want to buy a fire alarm because I am intimidated by and advert showing rising arson statistics. I want to align with the nature of the alarm and protect my new purchases and see the features that interest me. For instance reliability is an important nature of an alarm – if it has to work then I want to know it will do so!!

I use a blood pressure monitor at home to check my hypertension – high blood pressure is a serious matter and fortunately mine is now under control. But I know I need to check it on a regular basis so my monitor is a SERIOUS machine. That's its nature a SERIOUS machine and not a cheap alternative to going to the doctor.

So how do you determine what is the nature of your product or service?
Here's two ways to consider.

FIRST ensure you are an expert on what you are selling. You need to know how your product is made and why, its unusual applications and all about the emotional appeal it has to your prospect. Then study your prospect to get his or her insight. Where does the nature of your product and the nature of your customer align?

SECOND is to use your knowledge and life experiences and to tap into that goldmine that is inside you to get the answers you need to be able to relate to the nature of your product or service.

ACTION STEPS

Recognise the nature of your product or service and align its characteristics to your prospect to be successful in sales.

Determine the key reasons why people buy your product.

Do this on two planes, emotional and logical reasons.

No build your sales presentation to bring out those reasons

Action Notes

Chapter 18 ‘Personal Appeal’

Getting to know the nature of your prospect is a great sales trigger.

One time I put together a marketing plan for a new homes builder. The head of the company, Mike, had started his business nearly 30 years ago and was now a multi-millionaire with his own plane, selling over 60 homes a year. When he started those 30 years ago he could just manage to read and write. So where did his success come from? Quite simply he had an ability to quickly know the nature of the person interesting in buying his home (not a house mind you – Mike sold homes).

He knew their motivations and what they were seeking in a new home. He knew the experiences they would be having with is competitors. He had so much information about the types of customers likely to buy is homes. He then crafted his sales presentation to have PERSONAL APPEAL to those prospects.

For example he knew that the kitchen was important to the lady and maybe not so much to the husband. And so in his attractive kitchens were fitted the finest of units and the husbands were shown how the drawers of the units were made by craftsmen and so not some cheap assembly pack. The husband saw the value of the home; the lady was entranced by the homeliness of the kitchen.

Nobody was ever sold one of Mike’s homes; they bought and clamoured to do so!

To use this trigger of personal appeal, you need to get to know the nature of your prospect. Become an expert on them. Be a good and attentive listener. Discover all you can about them.

Your prospect has basic emotional needs that your product or service will solve. Look at those emotional needs to reach their core motivation. What makes him or her tick?

ACTION STEPS

Where are you lacking in information about your prospects and what is important to them?

How will you match this information to the nature of your offering?

Don't treat all customers the same but identify a range of types, know the appeal and match each one to the nature of your offering

A postscript to this trigger. Sadly Mike died in January, 2005 but his company continues to thrive and I visited recently and so that they were still effectively using his sales ethos.

Action Notes

Chapter 19 “Hope and Aspiration”

Take a few moments with me to think about the different types of products and services around that offer an ‘implied possibility that using them will provide a future great benefit.

The new razor that will mean I don’t have a ‘four o’clock shadow’
The new face cream that will reduce any wrinkles my wife may have (caused by living with me!)
The new sports car that will make heads turn and be the envy of neighbours
The new tennis racket that will make me a Wimbledon star!
The new running shoe that will make me a next Olympics contender!
The lottery ticket I must have because this may be my moment to win!

Got it? The future benefit is not guaranteed – whilst it is a dream it might just be a possibility.

I occasionally buy a lottery ticket – if I remember. However, I do see, each week long queues of people (often those on a small pension) hoping this week will be their week.

Hope is a powerful motivator towards buying. You are reading this book with the hope that if you improve your skills you will make more sales. (I’m going for this not being just a dream for you and beyond possibility to reality!)

So what else have you thought about that revolves around using the sales trigger of hope?

If you take health supplements such as vitamins, how do you know they are working - you hope they are? Many people will be convinced they are working and so they’ll be a great testimonial to use in marketing, won’t they?

Now please note. NOBODY is making a specific promise in the testimonial but rather they are IMPLYING results.

How can you ETHICALLY use this sales trigger.

First you need to take some time and determine what it is about your product or service where future results can be implied without you having to state a specific guarantee.

I buy a new computer with the hope that it will make me more productive.
A recruitment company sells its services to an employer who hopes they will find just the right person for the vacancy.
I go to a restaurant with the hope that I will have a relaxing and 'together' meal with my wife.

I need to give you a caveat to using hope (and its sister aspiration). You must ensure you communicate CREDIBILITY.

If you present both yourself and your company as having the right credibility and being knowledgeable then you will create CONFIDENCE in your prospect. When you have created confidence, then everything you say about your product or service will be accepted as a REAL POSSIBILITY for the prospect. This brings me back to what I said at the beginning of this chapter that the hope of future benefit revolves around the POSSIBILITY of it happening.

ACTION STEPS

Hope is linked to possibilities and these are within anything your prospect wants to
DO
BE
HAVE

Look carefully at Do, Be and Have as all depend upon hope.

What can you ethically imply that will give your prospect the hope of return or great benefit? It must be something that you cannot guarantee but is a possibility.

Craft your sales presentation to ensure you gain CREDIBILITY and steer them to focusing on their hope.

Action Notes

Chapter 20 'Logical justification'

I'm guilty of buying computer software on an emotional basis - I need it to stay ahead, make my presentations better, get information quicker don't I? – You know the thinking don't you! Now, Kim who is my wife and business partner, has a logical head and challenges me to justify the purchase. Sometimes I can resolve the challenge and go ahead and buy the software - but in others the logical justification is not there and so no purchase is made.

Your prospects are also likely to act like this and have their third party or inner self 'ask' for logical justification.

Knowing this means that it is IMPERATIVE for you to raise the question with your prospect and then help him or her resolve it. If you don't then you'll give them the excuse to say they'll 'think about it'.

You'll notice that I said their 'inner self' may be asking for justification. What I've found is that often the prospect will not raise the matter of needing to justify the purchase. I need to tell you that it is ALWAYS THERE.

Too many sales people ignore this fact.

It is essential that within your sales presentation – and my advice is do it towards the end - that you answer their 'inner self' question by raising the matter of logical justification and help them resolve it.

My brother, who is an optician, uses justification with 'you only have one set of eyes, look after them'.

Shredding companies use 'security' as justification for using their services.

Fashion boutiques will use 'individualism' a justification for designer label costs.

And you must have seen the chocolate adverts helping you justify the cost (and the possible indulgence) with a 'because you deserve it' approach.

Justify the purchase for your customer and they have no excuse not to buy! Naturally the higher the price the more you have to justify. But do remember that the converse applies and the lower the price or the lower the value, then don't try and over justify.

A mistake often made by sales people is to believe they can sell on EMOTIONAL alone. Even the wealthiest of people, needs a form of security that comes from knowing that the purchase makes logical sense.

Also note that driving this logical justification is not just a fear that the wrong decision may be made but a fear that if they do so, they will look foolish.

Your question to answer.

To use this sales trigger you have to give your prospect every reason to believe that their emotional decision to buy is backed by a logical justification.

How will you achieve this?

When you have thought it through, please make certain you test it with a colleague, friend or sample prospect.

Action Steps

First learn and note the typical objections a prospect will make to buy your product or service. You may not identify ALL of them but you'll have taken away a major portion of resistance.

Keep adding to your list.

Now, for each of the objections, derive LOGICAL reasons which will allow them to justify their purchase.

So for example if you are selling a new printing press, then the logical reasons may include cost savings, speed, competitive edge – all of which you much express in facts and figures.

Your 2 key points to note are:

1. People buy on emotion and justify with logic
2. Logic answers their objection 'Why should I buy this?'

Note: Emotion sells, logic justifies

Chapter 21 'Breeding Familiarity'

There are many words, things and elements with which we are all familiar. These include our favourite number, our favourite colour, our favourite type of film, our favourite chair – they are all things with which we are familiar and therefore comfortable.

Get your prospect to feel familiar with you and you are likely to get a sale!

So how can you use this great sales trigger in your sales process.

First you need to find the 'common words' about your business. Some of these may be obvious such as 'reliable' or 'innovative' and some may be not so obvious. A good searching session with colleagues and even asking customers what makes them feel comfortable about your business will bring you the results you need.

Now you need to have a systematic campaign with the objective of becoming more familiar to your prospect and customer.

Do this by linking the 'common' words you have found to all your sales and marketing activity and material.

Consistency counts here as it will take time to get your message through and become familiar to them.

Action Steps

Incorporate the common words into your presentations.

Check to see that your presentations and graphics have consistency to ensure that your logo, name, strap-line are all in front of your prospect and 'breeding familiarity'.

Watch for any area where you may not be breeding familiarity and eliminate it.

Chapter 22 'The trap of Greed'

Greed plays on practically everybody's weakness. You will use it as a sales trigger when you provide your customer with more value than to which he or she feels they are entitled!

Let's take the case of the low cost airlines such as EasyJet. The lower the price of the seat, the less justification to purchase you have to make. And when it drops to virtually nothing to pay, then logic goes out of the window, emotion flies in and greed plays its part!

Greed plays its part in a number of ways.

For example, a customer may have put down a deposit on a car and not come back. You may choose to use that deposit to lower the price and the prospect feels they are getting the deal they deserve.

Or you may have bought too many items and need to sell them off. Your prospect sees an opportunity and is motivated by greed.

A subtle form of manipulating greed can come from making the higher price offer first. Let's say you are selling computers and that you know a prospect is likely to want to buy a 'standard' version at £800. First offer them the 'deluxe' version at say £1100 and then when you present the standard version it will appear to be much cheaper than if you had presented it first.

Your prospect will show the greater greed in proportion to you lowering your price. But you knew that didn't you??! The question is how can you use it?

Anyone can sell at the lowest price – you are just taking orders and greed is at its highest. However, increase the price and the response will drop. To still harness the power of the trigger greed you need to provide more value than your prospect expects – and you have to communicate forcefully that value.

Action Steps

People like to get more than they think they deserve. This can be used to your advantage in a simple way by pricing your product low and making the perceived value high.

You have to make your price seem as much a bargain as possible. And then the greater you make the perceived value the greater the greed you'll see from your prospect.

Chapter 23 'Beyond satisfaction'

You will know that offering a trial period of your product or service, especially with a money-back guarantee, is a powerful sales tool. However, let me ask you to consider an even more powerful tool that I'm calling 'beyond satisfaction'.

The trial period brings the satisfaction of knowing they will not 'lose out'. The 'beyond satisfaction' tool says to them that you are so convinced that they will be satisfied that you will go way beyond what they expect.

Let's say you are a gym offering annual membership. The doubt that your prospects will have is in not using it across the year. Now you could say that if they cancel you will refund the 'balance of the year'. However, you could go 'beyond satisfaction' and say that not only will you refund the unused balance but you will give them interest on that money.

The first example is a basic comfort approach but the second goes way beyond.

How can you use 'beyond satisfaction'?

First explain your offer to your prospect, say why it is a good offer and why they should buy.

Now you need something to push them to buy and that's where 'beyond satisfaction' works. What startling offer can you make that makes them say to themselves 'how can they do that?' or 'they must really believe in what they offer'.

A car dealer could offer a prospect to take the car away for a full day's trial without the dealer being around.

A fork-lift truck manufacturer could say take one on trial for a month and if you then purchase I'll knock the normal cost of a month's rental off the price.

Or a software company could offer to personally train all the employees of the prospect at the software company's expense 'until everyone is proficient' in its usage.

Beyond satisfaction is an essential part of any dynamic sales presentation yet I have seldom seen it mentioned in all the sales training books I have read.

Action Steps

Close your sales presentation with an offer that goes beyond what your prospect would normally expect or would get from anybody else.

A trial period promises satisfaction or your money back. A beyond satisfaction offer says you will put your money where your mouth is and do something that they believe is unbelievable.

What will be your 'beyond satisfaction' offer?

Action Notes

Chapter 24 'Feeling guilty'

It's human nature to feel guilty if you have experienced some kind of kindness. In sales this is embodied in reciprocity. If you are given something you feel a need to reciprocate.

Take for example the mailings you may get from firms with free gifts inside them. After a while most people will feel guilty for not replying!

If you give something to a prospect you create a sense of obligation. Your prospect feels that they owe you something – which is often an order!

And it does not have to be much. One of my accountancy clients specialises in working with farmers. He has had great success by sending those farmers cuttings from newspaper articles he has seen that will help them.

Ronnie, the owner of a promotional gift company is featured in my BBC TV produced film *Spend Less Sell More*, where he tells about the special pens he has had produced as 'thank yous' to the secretaries of his clients. They are given for arranging appointments for him!

I present sales and marketing seminars for the clients of accountants and banks. The seminars are focused on ways for those clients to get more customers. The clients see it as unusual for the accountants and banks to be offering seminars on sales and marketing instead of finance! But they are grateful for the help and usually feel obligated to be loyal to the accountant or bank or to buy other services from them.

All this creates a sense of obligation which will in turn create the feeling of guilt and prompt some form of reciprocity.

You have to know the line of caution.

The power of this guilt is so great that many companies forbid gifts being accepted and acts such as buyers going out for lunch with suppliers.

However, as I mentioned earlier there are creative ways to give to a prospect without it being seen as a bribe!

Information is a great way.

My electronic newsletter, **The Achiever**, is read by around 9,000 firms each issue. It is my way of keeping in touch with information help. However, many of my readers also send it on to their contacts with their compliments.

Eric Mills who runs Mills Advertising sends jokes out to his clients and prospects to brighten their day. Eric send his on a Friday afternoon without fail – and here in our office Kim will say to me, “It must be Friday, as there’s an e-mail in from Eric!” After a while I feel obligated to send Eric a referral!

An effective way of generating guilt can be in the style of your sales presentation. If it appears that you have gone beyond the normal to customise to them or to help them be more successful, you will generate guilt in your favour.

Action Steps

How many creative ways can you identify that you can use to ensure you prospect has a feeling of guilt.

What can you send or give to your prospect that costs little but will create a feeling of guilt or the need to reciprocate.

Don't ignore thinking how you can provide excellence in service that creates indebtedness to you!

Chapter 25 'Membership'

I learned this trigger many years ago just as 'plastic cards' were coming out. A friend of mine, Mitch, collected them and carried them around in his wallet! He had a need to belong.

I then took that idea and used it in the travel agency company for who I was 'doing their marketing'. We launched a plastic membership card for the clients of the travel agency with discounts at local suppliers. It gave our travel agency a competitive edge and we found new clients coming and asking if they booked with us would they qualify for a card!!

Membership, or the craving to belong, is much more than plastic cards. In many cases it is having ownership of a product with a prized brand. Take for example Mercedes, or Dunhill, or Armani or Versace or Jimmy Choo shoes.

The customer who buys a specific brand has been motivated to buy that brand through a desire to belong to the group of people who already own that brand.

Now I know a lot of this is common sense. But too often what is not considered is the true or core motivation for the purchase of a specific product or service. This could reveal a lot more about your prospect. You'll then know how to treat them.

For example a person buying a Bentley may be someone who wants to be treated as a wealthy person and expects quality and service. Knowing this, I would then be able to offer the services, options and perks a wealthy person would expect as part of the purchase.

For example - a higher specification courtesy care when the Bentley is being serviced. An out of hours help line, a prestigious key-ring, free road-side service and so on.

Action Steps

Determine the group of people who already own your product or use your service. Why d they relate to it? Use the information to blend into your sales presentation.

Chapter 26 'Collectors' Urge'

There is a very large segment of people who have an emotional need to collect a series of similar products.

Naturally you'll think of people who collect stamps, plates, dolls, cars. But also think of fashion – some like to have several watches or pairs of sunglasses – and as for shoes!!!

There are lots of opportunities in the sales process to sell products to people who would not normally be considered collectors.

My weakness is in buying small items of software that appear to complement each other. I might use them once or twice but keep justifying that I need to buy the next one or I'll miss out and my collection of software will be ineffective without it!

A large software company - SERIF are brilliant at 'collection' selling. Buy their Page Plus or 3D Plus or any other product and you are then regularly offered other related products. Load them and they will collect together on your computer in a Serif file.

Just because you have sold to a customer, don't ignore the opportunity to sell him, or her, the same product again or a new variation of it. Your best customers may be the ones who are already your customers and own an almost identical product.

They are often a powerful and overlooked market.

What about the man who collects power tools, or the gardener who collects gardening tools.

If you can set a buying pattern with them, they will consistently buy from you. Or use your service!

Action Steps

Collecting goes beyond the obvious- almost any product is a possible collection. Identify how you can use this trigger. Many firms encourage collection by providing some form of device to hold the collection. How can you do this? Perhaps sending a free file for your newsletters?

Chapter 27 'Urgency'

If you use urgency in your selling it involves two emotional aspects.

1. The loss or chance of losing
2. Procrastination

The one phrase you don't want to from your prospect is, "Let me think about it". Chances are your well-delivered presentation will be forgotten. Even if it is not, the impact will not be the same.

To avoid the delaying tactic, you have to provide your prospect with an incentive or reason to buy NOW. Do your job right and they will feel guilty if they put off the decision. How do you do it?

The danger here is that a statement is made that destroys integrity. For example, a sales person may say that if you don't buy now, there will be none left. That's okay if it is true but very often it isn't the case! – it's a lame untrue statement.

So how can you increase a sense of urgency?

The fatal error so often made is in omitting in the sales presentation, important information that your prospect needs so they can make a buying decision.

You can generate urgency in your price titling such as "Regional Introductory Price". This infers that the price is temporarily low and might go up. Nothing special here as introductory prices do go up!

The sense of urgency statements always go at the end of your sales presentation. But do remember this is where other important concepts outlined in this book, also meet. Ensure they are blended together.

If you leave your sales presentation without getting a sale or some form of commitment, then your chances of making the sale become slim. You must relate the sense of urgency.

For example you could say (but only if you know it is true) "I know your competition is installing this type of equipment right now. What can I do to help you make your decision now?"

Sometimes you may have to be forceful to create the sense of urgency especially when someone tries to use another party such as a spouse to put off the decision.

Let me tell you about the story of the washing machine salesman giving the presentation to the wife. At the end the lady said, she would have to ask her husband. The salesman then asked her what day of the week her husband did the laundry. The lady, taken aback, replied that she did the laundry to which the salesman replied that it was her back that ached on laundry day not her husband's and remarked to her confidentially that it was likely her husband didn't discuss the labour saving devices he bought for his office!

I'm not suggesting this is your normal approach – use fire as a last resort!

How about the estate agent who says to me, "Mr. Gallagher, houses like this sell pretty quickly and I wanted to show you this one first before I present it to anybody else!"

Action Steps

Ensure you have a sense of urgency in every presentation you make.

Time erodes your sales message.

Come up with a solid reason why your prospect must act now.

Provide incentives, reasons to buy now and a strong call to them for action.

And finally....

I trust you have found that Sales Triggers will be helpful in winning more sales for you. The 27 in the book are not exhaustive and you should be aware of others that are coming to the fore.

PLUS don't miss the details of our exciting new online *learning website*. It can be your single source of dynamic ways to help you improve your business performance in sales, marketing and customer care.

Ask Kim to send you details of 'SpotLearn.com' and your priority discount price as a delegate of Winning Business from BIG Business. Contact Kim by e-mail Kim@spotlearn.com

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