

Understanding why people buy... how to re-position yourself to take advantage of that reasoning

Bob 'Idea Man' Hooey

People make purchases, accept offers, or decide to frequent a specific store or vendor for a variety of reasons. They buy into benefits. The better you understand the reasons they buy, as related to your product or service, the better you will be equipped to convince them to buy from you. Your research and conversations with them can uncover the keys to gaining and retaining them as customers. *'Idea-rich customer service'* is offering me what I really need, not just what you sell or what I ask for!

The following benefits reflect the reasons people buy in order of importance. Remember each prospect is different, as is each product or service. Your product or service might not offer all these benefits. That might be ok, or maybe not – you decide! However, is there some way to modify or position your product or service to offer each benefit?

***Unleash your Business Potential* – offer clients/customers more reasons to deal with you! Here are ten top reasons why people make decisions to buy or engage the services of a professional or business.**

1. To make money/acquire or possess

Describe how your product or service offers me the potential for profit or a potential gain.

2. To save money or prevent future loss

Describe how your product/service offers ways to save me money.

3. To save time

Describe how your product/service can save me time.

4. For recognition

Describe how your product/service offers me recognition or status.

5. For security/peace of mind

Describe how your product/service offers me security or peace of mind.

6. For convenience/comfort

In what ways does your product/service provide for my convenience or comfort?

7. For flexibility

How does your product/service rate in flexibility? In what areas? How?

8. For satisfaction/reliability/pleasure or entertainment

How does your product/service stack up in these areas? Why is that important to me?

9. For status or pride of ownership/ gratify ego or impress others

How does your product/service add to my status or pride of ownership?

10. For health reasons

Is there some way that your product/service will contribute to my health?

Drop me an email and I'll send you the full list of **50 emotional reasons why people buy**.
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Understanding the answers to these questions will give you an edge in gaining, serving, and keeping your customers. Being able to present your product or service from the perspective of meeting your client's needs, by appealing to their desired benefits, can be critical to your success.

The more you know about your client/customer, your product/service, and your competition, the better equipped you are to effectively do business. Can you think of any other reasons why people would want to do business with you?

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Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **'Legacy of Leadership', 'Why Didn't I THINK of That', 'Make ME Feel Special', 'Speaking for Success' and 'The Courage to Lead!'** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.