

Communication is really a ‘sales’ process

By Bob ‘Idea Man’ Hooey, AS

People buy or say, ‘yes’ to something, for emotional reasons in relation to benefits ‘perceived’ and sometimes received. They use facts to back up or justify their purchase or decision.

In your communication with people, it would be wise to keep in mind that people will react emotionally to what you say or write. You are selling your ideas, your position, your services, your products, and most importantly yourself when you communicate.

Perhaps it would be beneficial to take a moment and discuss the basic reasons we’ve found that people buy. These emotional needs underlie the reason they buy into your programs, buy your products or buy you as a person to work with or deal with, why they can be persuaded to say ‘yes’ to something.

Psychologist Abraham Maslow did exhaustive research and concluded that all people had a hierarchy of needs. He ranked them from the most basic to the loftiest: **Physiological** (sheer survival), **security**, **social**, **self-esteem** and **self-actualization**.

Here is the full list. In my ‘Secrets of EFFECTIVE Customer Service’ training program, I cover the top ten as they relate to giving people more reasons to buy from your company but have included all 25 for your consideration (and there are undoubtedly more not catalogued here).

These can be helpful in your interpersonal skills and dealings with employees, managers, co-workers, clients and suppliers as well. **Remember when you communicate effectively, people want to be involved in your life and in helping you succeed.**

Emotional needs:

1. To make money
2. To save money
3. To save time
4. To avoid effort
5. To gain comfort
6. To improve health
7. To escape pain
8. To be popular
9. To attract the opposite sex
10. To gain praise
11. To conserve our possessions
12. To increase our enjoyment
13. To satisfy curiosity
14. To protect our family
15. To be in style
16. To satisfy an appetite

17. To emulate others
18. To have beautiful things
19. To avoid criticism
20. To avoid trouble
21. To take advantage of opportunities
22. To be individual and unique
23. To protect our reputation
24. To gain control over aspects of our lives
25. To be safe

Whether you are talking one-on-one, presenting to a group of people, or communicating in writing, your audience or readers will be evaluating and reacting to your words and filtering them thru one or more of the above emotional needs.

Tough sell, isn't it? But if you have done your homework and know a little bit about the needs, background and thought processes of those you want to reach, it will be easier. You can enhance your chances of success by carefully crafting your communication to touch or draw on the emotional needs of your audience or readership.

Some would ask, isn't this manipulation? My gut reaction would be to say no! On the surface it might appear that way, but only you know your motives. If your motive is to communicate more clearly, more effectively, and your desire is to serve them by giving them all the information they need in a way that makes it easier for them to relate to it – then I say go for it!

Works for kids too! We want our kids to grow up healthy and make decisions that will be good for their future and we need to find ways to appeal to them at their level. This applies to working with clients, co-workers, management and staff too.

So, remember that communication, especially effective communication is really a process of selling – selling your ideas, your desires, your dreams and your future. How effective will you be in persuading people to buy into it?

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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, Strive for significance – lead on purpose!'**, **'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.