

Salesmanship tips for business success

by Angel Armendariz

When buying a product/service you might not realize that there are specific steps you take each time you make a purchase decision... If we know the exact steps a person takes when making a confident purchase decision than we can provide our product/service in the manner necessary to create the sale

There maybe 3 steps or 10 steps in the decision making strategy of your client...it can vary...some will first "Hear" from a friend about x, then they will "imagine" how they would "feel" having it, and next they want to "feel" themselves using the product/service then they're certain about buying. The following is a list of questions that should be used with a client to access the buying strategy:

How do you know when you should buy something?

How do you feel certain that you've made a wise buying decision?

What makes you certain about choosing a (X)?

How would you know when its time to buy a (X)?

Once you get specific feedback from your client as to their strategy, you can then present the benefits of your product/service in the same manner. Getting the process (series of steps) is real information we can use, for example if they give a response such as "I need to feel good about it." - this doesn't give you any information. You would need to follow up with a question such as "What specifically about a product/servicr makes you feel good?" This is what we call understanding the Buyer's Strategy.