

Comparison vs Desire Selling

Which type of selling do you do most? Comparison selling or desire selling? Most salespeople have not considered the difference and others still do not even know what I am talking about. If you are not very good at desire selling then you are in for a long hard road during this economic downturn.

Let me explain. Comparison selling is when the prospect has decided to buy or needs to buy what you sell. The only decision to be made when you show up is from whom. It is in comparison selling where we promote our USP's and try to differentiate ourselves from our competition. Most of us are pretty darn good at doing this.

Desire selling requires an additional set of skills. You have to first create the desire for the product before you tell them why they should buy it from you.

People buy for one of two reasons, desire for pleasure or avoidance of pain. Once you have determined which reason your customer will use (discussed under a different Ray's Rule) then you must magnify the pleasure or the pain to such a degree that it overcomes their reluctance to part with their money.

My favorite new phrase is **The juice must be worth the squeeze**, which I heard used by the **Oracle** sales team when I was working with them a few months ago. Simply stated, what the client perceives as the benefit (**the juice**) must be worth more than the benefit of holding onto their money (**the squeeze**).

If you are having a difficult time in getting your prospects to make a decision to buy maybe you have not provided enough juice.

Till next time

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PS – If you want to learn how to increase the juice then reserve your seat for our **November Boot camp**. Don't miss out. Seating is strictly limited