

Move Toward/Away Re-visited

In an earlier Ray's Rule, I discussed **Move Toward/Move Away** as it relates to human behavior. I said that everyone is motivated by desire for pleasure or avoidance of pain. I also said that pain avoidance was a stronger motivator. That is why I use deficit questions to uncover latent pain because the greater the headache, the more someone will pay for the aspirin.

We are seeing this theory being utilized by our President. He keeps telling us we are in a crisis and that if we don't allow him to raise taxes, socialize many of our institutions, etc. that we will be in line at the soup kitchen. As I was listening to the radio today I heard him say that someone goes bankrupt every 30 seconds due to medical bills. Regardless of your political affiliation you have to admire his sales skills.

We now have a splitting headache and here comes the aspirin, *the stimulus plan*.

It is working for him and it can work for you. Most of your prospects are afraid to make a decision to invest in their business, for fear of the unknown. You must make them more fearful of **NOT** doing something, if you want to make sales in this economy. **Custer** did not win the battle by circling the wagons and neither will companies that go into survival mode instead of growth mode.

The measure of success today is not gross dollars, it is market share. If you are increasing market share but losing gross dollars you are on the right track. One of the problems in the past that is coming back to haunt businesses today is that their gross dollars were increasing due to increased demand, while their market share was decreasing. They became overconfident thinking that they were doing a great job and had great sales skills. When the market shrank, they found themselves woefully unprepared to compete in the new super competitive environment. To increase market share you must be better than you were last year. This is a great time to dramatically increase market share.

Equip yourself with new skills and tools to get the job done. A good starting point would be to review all of **Ray's Rules** posted on my website under **Free Articles**.

Now get out there and create some pain and own your market.

Till next time

Ray Leone

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PS – Saulisbury Business Machines, a local company, sent five of their salespeople to the Sales Funnel Boot Camp. They also sent five to a previous Boot Camp. None of their competitors have ever sent any of their salespeople. They also are doing a lot of

advertising on the radio and their competition is doing none. Hmmmmmm. . .Who do you think is increasing market share?????