

Primary Motivator In Today's Economy

What is the primary motivator for most buyers in today's economy?

Is it getting the best solution for their company?

Is it getting the lowest price?

No, it is least risk to their career! Their primary thought is, "**Will this decision help or hurt my career?**" If there is any risk to their career in choosing your product, they will not buy from you. The only exception to this rule is if you are talking to the owner or the president of the company. Far too many years ago, when I was working in the computer industry, there was a saying, "**No one was ever fired for buying from IBM.**" Which simply meant that buying from the market leader would not get you into trouble. It seems that is even truer today.

If you are not making the sales you think you should or if you find that your prospect keeps delaying the decision, maybe it is out of fear. Instead of telling them all the good things that will happen when they buy, tell them all the bad things they will avoid and how this decision will help solidify their job.

Till next time

Ray Leone

PS – It is always important to understand the dominant buying motive of your prospect because during the close, you do not ask people to buy your product, you ask them to fulfill their dominant buying motive.

PPS – I am off to Italy next week. I will try to send you a Ray's Rule worthy of the location.

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