



Using Emotion & Logic To Influence Part 1

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You've both read and heard that buyers make their purchasing decisions based upon emotion, and they then back those decisions up with logic.

Well let me tell you that this is absolutely true.

But here's the real question: How can you use this knowledge to help you generate more sales?

When people make a purchase they predominately buy because of a feeling that they associate with the decision.

Then, logic supports our emotions and is used to justify our decisions after we have made them. Sure, logic plays a part, but emotion is the main player at work with purchasing decisions.

Let me illustrate this with an example.

What kind of car do you drive?

Is it just a £500 banger that gets you from A to B? Probably not. Instead you might have chosen your car based on the prestige of it, how it looks, how safe it makes you feel, the confidence it gives you – you get the picture.

So, when your prospect buys your product or service what emotions are they buying?

The decision, to take action is based on how they feel.

Also, think about this: If people made decisions based upon logic, then no one would ever over eat, over drink, take recreational drugs, use tobacco or do any of a thousand things that we all know are harmful to us.

Yet, such vices fuel the largest and most successful industries in the world.

It's simple: things that make people feel good sell, and they sell very well!

However, when that feeling subsides, then the decision that was originally made by an emotion must be justified — hence there has to be some logic to back it up.

What feelings will your prospects get from owning your products or services?

This is really important and needs to be thought through.

I recommend that you take the time out to design your ESP's, because in your interaction you'll need to bring to the surface the pain and the hurt that your prospect is feeling and hence create the desire and the need for your solutions.

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One way to do this properly is to focus on the prospect's problem.

So, in every sales interaction you must do 3 things:

1. You must uncover a problem that will expose the need.
2. You need to present the solution to the problem that will satisfy the need.
3. Give the prospect a logical reason to take action now.

You need to uncover problems and find areas where the prospect is hurting, then you can proceed to the next stage.



Using Emotion & Logic To Influence Part 2

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Your objective during a pain discussion is to help the prospect to make the decision that they need to solve their problem, i.e. to end their pain. You need to stir their emotions and remember that the fear of loss is a far stronger emotion than the desire for gain. Uncover how and what the prospect is losing.

Then, as you move to the close, you'll want to offer the prospect some logical reasoning to support the decision.

For instance, if you sell widgets and your widgets help the prospect to save money, then the prospect must be losing money due to the fact they are not yet using your widgets.

You need to expose that loss. How much is it? What does that mean? What could they be spending that money on?

Then, as you close, you'll want to include the logic and the facts: For example, if the prospect moves forward to buy your widgets, they will solve the problem of losing money. Detail what they can expect to save, what other companies have saved and when the payoff will be.

Here are a few questions to answer in preparation for your sales interactions.

1. Can you name three areas of pain that your prospect is currently suffering from because they are not using your products or services?
2. How will you help the prospect to see those problems? How will you uncover them?
3. As you uncover those problems, can you name three highly emotional areas or examples that stimulate the emotions? Three examples of how those problems really hurt?
4. Can you name three statements or logical reasons for the prospect to support their decision?

Although emotion is crucial, you never want a sales interaction or presentation that has too much emotion and not enough logic.

If that's the case, sure, you'll get orders, but later on they'll cancel because they've made their purchasing decision based upon emotion alone, and in the main these are impulsive buys where logic goes out of the window.

On the other hand, if you use too much logic and not enough emotion, you'll educate people who end up buying from your competition!

Your presentation should be a mix of emotion and logic to the tune of about 70-75% emotion and 25-30% logic.

So, to summarise:

Just remember that your prospects will take action based mainly on emotion. However, they'll back those decisions up and support their decision with logic, so make sure you cover both of these areas in the right amounts when you sell.