

The Psychology of Sales What are the four things that motivate a person to buy

Transcript

It doesn't matter how much of an artist you are, it doesn't matter how much you love your clients, like all of those things are important. Obviously being great at what you do is important, but if you're not selling or if you're not asking for the sale, you aren't in business. You are hobbying.

Hello, beautiful. I am really excited to be bringing you this episode courtesy of Limitless Live. We are going into the third year for this annual event where I bring together the best of the best speakers on the planet when it comes to personal development and really going beyond the limits that you thought were possible for you and this year I am not disappointing. So if you are in London on the 16th of May, you are a female entrepreneur or somebody who knows that being in the room with a hundred or so incredible women who are all looking to expand into the highest vision that they have for themselves is going to have an incredible effect on you. Then you need to be in the room. Limitless Live is a collaboration that I do with my charity of the year. Love, Support, Unite who I first met two years ago when I went to Malawi with them to see the work that they do in the local communities. This charity is a small but mighty force of nature who are doing incredible things in the world and we share 50% of the profits with this organization, every event. So if you are looking to do good and feel good as you step into your own version of limitlessness, easy for me to say, then you need to be at this event. 16th of May, nine til five at Foyles bookshop, the sixth floor. We have the penthouse close to Charing cross road in London it is going to be incredible. You need to get your butt in a seat. Go to suzyashworth.com/limitlesslive2020 to get your ticket today.

Welcome to the Limitless Life Experience Podcast with me, your host Suzy Ashworth. I'm a mum of three, multiple six figure, serial entrepreneur, business strategist, Hay House author, speaker, coach and believer in miracles. I help female entrepreneurs like you go from confusion to clarity when it comes to creating messaging that converts browsers into buyers, so that you can build a business that makes a real decent in the world and helps you live a life out limitations. This is the Limitless Life Experience.

Hello. Hello. You beautiful human being. Welcome back to the limitless life experience podcast show with me, your host Suzy Ashworth. I don't actually know how much I do or don't sing on the podcast, but suffice to say today, at least over the next few episodes, now we are going to be singing because I am feeling excited. I am feeling the vibe and I want you to feel it too.

Okay, but not too much. I am not a frustrated singer at heart. I just, just like music and moving and voice and message. They are all so expansive to me. Like I love using my voice and it's interesting because my healer is always like, well, let's work on your voice. We're working on your voice. I'm like, Oh my God, I don't know if I could say much more, but there's always more. Now let's get into it. Today we are talking about sales and we are coming at it from the client's perspective. I think a lot of the time we talk about how you feel about sales, how you feel about sales if you're not so confident about it. You don't want to be that sleazy car used car salesman, you know that kind of vibe. And we talk about that a bit. I don't have a podcast on that so I will do it.

However today we are looking at it from the client's perspective and we are gonna look at what are the four main motivators that drive anyone to sales. And when I say main, actually from my learning, these are the only four reasons that people will ever buy. And so I really encourage you to look back at your last purchases and ask yourself which of these boxes did this purchase tick? And if it didn't tick any of them, I really want to hear what it was that you bought. So just DM me over on the gram. Let me know what you bought that didn't fall into these four categories. I'm probably not going to believe you because everything falls into these four categories. So let's get really real here for a second. This is important because without sales you do not have a business.

You have to sell. So it does not matter how deep and intention you have. It doesn't matter how much of an artist you are, it doesn't matter how much you love your clients, like all of those things are important. Obviously being great at what you do is important, but if you're not selling shizzle, if you're not asking for the sale, you aren't in business and I'm on a mission to help you change that. And as I said, one part of that is your confidence. But the other thing is really understanding why people buy anything that they do. So time is a huge factor. Now, this doesn't matter whether you are in the fitness industry or you are selling business or you are an art teacher or you are teaching somebody musical instruments. Whenever you are able to save somebody time, you have the potential to sell them.

You know, time is our most valuable commodity. And I know that this is something that I say a lot. I think that we underestimate just how precious it is. And you hear me talking about it from the context of wasting time. So many people are wasting time. They're wasting their opportunity, they're wasting these chance on this earth and that breaks my freaking heart. It really does. I just want to say wake up. There's time around you just get on with it. You know, stop waiting for when it's going to be perfect and just dive then. And a lot of my messaging will refer to this on an ongoing basis because I want you to realize that the only time you have is now, the only time you have is now. And when that hits home with somebody who is ready to make the progress, you know that they are capable of making.

That is so powerful. So when you're inviting somebody to come to the gym, you want to be able to say, the personal training that I offer is different from everybody else because it's going to accelerate the speed of which you feel better in your skin. You feel better, you look better, you increase your confidence and that's going to happen in 90 days as opposed to next year. When you come onto my program, I'm going to show you how to make fiveK consistently in 90 days rather than it taking me the year to figure it out that it took me. I'm going to show you how to make or create a 10 K launch in just 90 days. How long have you been trying to work this out on your road? Like I'm going to save you time. And that is important for people who are motivated.

So slight tangent here, but it's important. When I am on a clarity call with somebody, I will ask them why now? Because I want to hear if that person is motivated. And when people say to me, um, it doesn't really matter if I do this now or not because my partner is earning enough to support us and it doesn't really matter if I do this now or not. I kind of want to spend the next, you know, couple of years like really being mum. Um, it doesn't really matter if I do this now or not. Those people are not motivated

right now and that's no shade or disrespect. Like everybody has their process and whatever part of the journey they're on is absolutely the right part of the journey for them. And when it comes to you helping somebody make the transformation that they desire, those people need to be ready now in order for them to take the next step.

Otherwise it's too freaking comfortable. If somebody is too comfortable and is not motivated by not wasting any more time or, and just to reframe that slightly, because obviously spending time with your children before they go to school is certainly not wasting time. But if they have other priorities, then creating the transformation that they say that they desire, then they are not ready and emphasizing how much time we're going to be saving them is not going to be a useful sales tool because they are not interested in that. The next reason that people buy is making money or saving money. And what's interesting to me about this is that people think that as a business coach it's much easier to sell what it is you're selling because you're able to say you're going to make X amount. Here's what I know to be true after working with health coaches, relationship coaches, um, life coaches, so many different types of coaches that you can absolutely relate what it is that you are doing back to how much of value somebody puts on making the transformation.

And that is just as powerful as being able to say you are going to be able to earn this much from your business. So I recently worked with a relationship coach and she doubled her income in the previous year in six months. And obviously she's not selling this is how you make more money, but part of what she is selling is how much is it worth to you to finally work out who you need to be in order to attract the person who is deserving of your time? How much is it worth to you to start wasting your time on people who do not value you? People who don't want to commit to you. People who yeah, are never going to want to have 2.4 children and the white picket fence. How much is that worth to you? And when you are able to put it in that frame, then people are able to put a number on it and that is, as I say, super, super powerful.

Please don't think in one of the most competitive niches that because you are able to say this is how much you can earn it makes it easier to make the sale. It's not true. Your job if you are not a business coach, if you are not working with somebody directly in relation to how much money they can earn is to ask somebody how much value they would place on creating the transformation that they desire. And you know, often when people are motivated enough, when people are ready, often the thing that a looking for transformation in is priceless to them. Otherwise they wouldn't be looking for a coach. Otherwise they'd be like, no, I just put up with that. And so when you're able to make it that tangible and that real for people, that's how you are able to demonstrate the return on investment for them.

And that's what they are looking for when it comes to whether they feel really comfortable in that exchange of money from them to you. So how can your product make people money or save people money? And if you are not making money or saving money, I want you to tune into what's the value of the transformation. Because as soon as you start to talk in that type of language, it's like I'd give you £10,000 pounds to show me what it takes to really attract somebody who is going to be in a long lasting relationship with me. Oh great. Because this is only four and a half thousand. I've saved you four and a

half thousand pounds. I mean, you've only just started, maybe not that crass, but you get what I'm saying.

Okay. The third reason that people buy is status. So is this going to make me look good? Am I going to look good in this? Is this gonna elevate my positioning with how my peers see me? You know, is this going to elevate my position in the way that my colleagues see me? My family sees me. You know, why do people really buy BMWs, Mercedes, Chanel? Because they want to be part of a club that is deemed exclusive, that increases their status. You know, it's why a lot of people work with guru coaches because of the power of association and network. So being able to create either a sense of exclusivity or community or a, uh, we're like minded. So we belong together is all about status. So when you look at your product or service, how does it improve or how could it improve the way that somebody is perceived from a buying perspective? That is a powerful hook.

And then finally the fourth reason that people buy anything is momentum. So we are talking about a forward emotion towards pleasure or we are talking about moving away from pain. Now I know the people that I work with tend to be very, very heart-centered individuals and they would much rather talk about moving towards pleasure than moving away from pain. And the problem with this is that most people are way more motivated by moving away from pain. Now that doesn't mean I'm saying you should never lead with pleasure, you have to lead with what you are most aligned with. But the reason that pleasure doesn't sell, moving towards pleasure, doesn't sell as a great leader is because often you were talking to people about the level of comfort that they are already in. If you are not talking about the pain points and comfort and taking action are not always mutually exclusive. But in my experience and I've now been working in sales for almost 20 years, that the more comfortable a person is, the less likely they are going to take action to improve their situation and less the improvement is journalistically life changing.

And they know beyond any shadow of a doubt that you are the person that they want to make the change with. But even in those cases, when you're focusing on this is how your life can be more pleasurable as opposed to first saying, this is why this bit of your life sucks right now, and this is what it's costing you to stay there. And how long are you willing to remain in your painful and national winning to have those more challenging conversations? It's really easy for somebody to just say, I'm going to wait until next time. It's the same. Um, I want you to have the same kind of perspective as what I was talking about when I was talking about time and somebody being ready now being able to identify somebody's pain points and problem points and then not being afraid to say, this is what you're putting up with.

This is what you're tolerating right now. Are you okay with that? This one particularly if you are a coach, a very important skill to be able to do once you are working with a client. Because hey look, this is the truth. If you feel uncomfortable highlighting the thing that somebody is trying to move away from because you don't want to come across as pushy or because you don't want them to think badly of you, how are you going to hold the space for that person? Once you start coaching them and they come up with every excuse under the sun as to why they haven't done the work that they have said they're going to do, you're not going to be able to do that because you don't like sitting in your own discomfort enough to really be able to serve somebody. And I perhaps should've said this at the beginning, but that is what this is all about.

I want you to understand why people buy. I want you to be able to understand what motivates somebody to take the next step so that you can serve people better. Sales is serving, you know when somebody commits to themselves and the transaction is made, that is when the transformation starts 98% of the time. And of course there are some who do all of the free challenges and do the free master classes and implement everything can go on and make hundreds of thousands of dollars and pounds. Those people do exist. They're just few and far between.

And so you have to get serious one about what it is that you're looking to create. Like what is the mission? What is the vision? How do I want to serve people? Am I serious about serving people? And if you are able to say yes, then part of what you need to do is really learn about sales and be willing to go there, go to the uncomfortable places so people are able to have the mirror that they so desperately need. This is not about forcing the yes or forcing the no. This is about saying this is where you are, this is where you want to go and I can help you get there if you are willing to do the work. So are you willing to do the work? Yes or no. If somebody is giving you the whole life story and giving you 50 reasons why really now is the time, and then they turn around the same. No. That's when you have to hold the mirror up and say, what are you talking about? This is what you're playing with here. So my lovers, the four reasons that people buy, saving time, making money or saving money, status and momentum. So moving towards pleasure or moving away from pain. If you've made a purchase recently that doesn't fall into any of those categories, I want you to message me.

I want to hear about this and if this has been helpful for you, please, please, please, please leave me a review on iTunes. I was going to say, I promise I won't sing for you if you leave me a review, but that's not true. What I will do is select one, a person at the end of the month who will be eligible for a laser coaching session with more for free. Thank you so much for listening and please remember faith plus action equals miracles.

Oh, quick one. Before we go, don't forget to tag me on Instagram to tell me if you enjoyed the episode. Thanks my love. Bye.