



## WHY DO PEOPLE BUY?

People have only 6 reasons to buy anything:

- **TO AVOID PAIN.** They perceive a problem and they want a way to make that problem go away.
- **MONEY.** They want to save money or make money. Of these two, making money is a more powerful motivator than saving it.
- **REDUCE RISK OR LOSS.** This is the basis for purchasing insurance, a more reliable product, locks, alarm systems, flu shots ...
- **PLEASURE, ENJOYMENT, COMFORT.** These are the motivators to buy a vacation, fine restaurant meal, center court seats, a boat or anything else that has no practical value other than fun.
- **PRESTIGE, EGO.** Fine watches, expensive cars and other luxury items provide benefits to the owner beyond pleasure or comfort. Pleasure is within oneself. Prestige is for others to notice.
- **FOR OTHER PEOPLE.** Purchases which benefit family, friends, church & community give us the joy of giving.

To make the sale, you need to know which of these reasons to buy are driving your prospect (there may be several), and then make sure the prospect sees the connection between your product and satisfying those reasons.