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The following is an excerpt from Jeffrey Gitomer's latest Wall Street Journal best seller "The Little Red Book of Selling."

“Why They Buy” an answer every salesperson needs.

“Why do they buy?” is a thousand times more important than “How do I sell?” No, let me correct that... it's one million times more important than “How do I sell?” No, let me correct that... it's one billion times more important than “How do I sell?” Get the picture?

I have just spent three days in our studio interviewing the customers of my customers asking them “why they buy.” And the answers are a combination of common sense, startling information, overlooked issues, and incredible opportunity.

It never ceases to amaze me that companies will spend thousands of hours and millions of dollars teaching people “how to sell,” and not one minute or not ten dollars on “why they buy.” And “why they buy” is all that matters.

You may think you know why they buy, but you probably don't do anything about it. Proof? Let me share with you the early warning signals that you may not have a clue as to why they buy.

1. You get price objections.
2. You have to send bids or proposals.
3. They claim to be satisfied with their present supplier.
4. No one will return your call.
- 4.5 You are complaining that the economy is slow.

If these sound familiar to you, you may be in the big club.

I am going to present a collection of elements as to why customers buy. They are in no particular order, but they are valid reasons that were given to me straight from the mouths of customers from every type of business.

1. I like my sales rep.

NOTE WELL: Liking is the single most powerful element in a sales relationship. I got a quote the other day from someone claiming to be a sales expert. It started out saying, "Your customer does not have to like you, but he does have to trust you." What an idiot. Can you imagine the CEO of the company when making a buying decision, saying, "I trusted that guy, but I sure didn't like him." Like leads to trust. Trust leads to buying. Buying leads to relationship. That's not the life cycle, that's the *like* cycle of sales.

2. I understand what I am buying.

3. I perceive a difference in the person and the company that I am buying from.

4. I perceive a value in the product that I am purchasing.

3. Offer GREAT food.

4. Tell them that there are also 15-20 minutes worth of questions you want to ask them about how to strengthen your relationship.

5. Craft six questions about how you meet their needs and what they look for in a vendor/partner.

6. RECORD the session. Video is best, but audio will do. Then listen to the recording 100 times.

I have given you some answers as to why customers buy. But the bigger question is: Why do YOUR customers buy? Think you know? Want a cold slap in the face? YOU'VE NEVER EVEN ASKED THEM!

It amazes me that this answer is so obvious, yet so overlooked.

GitBit -- Want a list of "why they buy" questions to ask? I've compiled a list of a few questions that will get the session started. Go to www.gitomer.com (register if you're a first timer) and enter WHY THEY BUY in the GitBit box.

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