ABC’s of Selling
10th Edition

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Chapter 3

The Psychology of Selling: Why People Buy
Main Topics

- The Tree of Business Life: Benefits
- Why People Buy–The Black Box Approach
- Psychological Influences on Buying
- A FABulous Approach to Buyer Need Satisfaction
- How to Determine Important Buying Needs–a Key to Success
- The Trial Close–a Great Way to Uncover Needs and SELL
- SELL Sequence
- Your Buyer’s Perception
Main Topics, cont...

- Perceptions, Attitudes, and Beliefs
- The Buyer’s Personality Should Be Considered
- Adaptive Selling Based on Buyer’s Style
- You Can Classify Buying Situations
- Technology Provides Information
- Viewing Buyers as Decision Makers
- Satisfied Customers Are Easier to Sell to
- To Buy or Not To Buy—a Choice Decision
Guided by **The Golden Rule**, emphasize benefits to improve your:

- Communication Skills
- Ability to unselfishly help a person make the correct buying decision
Internalization process is referred to as a black box.

- We cannot see into the buyer’s mind.

Stimulus-response model:

Sales Presentation → Buyer’s Hidden Mental Process → Sale/No Sale

Stimulus → Black box → Response

Exhibit 3-1: Stimulus-response model of buyer behavior
People buy for **practical** (rational) *and* **psychological** (emotional) reasons.

Some of a person’s thoughts can be determined.

Buyers consider certain factors in making purchase decisions.
Psychological Influences on Buying

- Motivation to buy must be there.
  - Needs result from a lack of something desirable.
  - Wants are needs learned by the person.

- Economic needs: The best value for the money.
  - The buyer’s need to purchase the most satisfying product for the money.
  - Include price, quality (performance, dependability, durability), convenience of buying, and service.
Awareness of needs: Some buyers are unsure.

- Conscious need level
- Preconscious need level
- Unconscious need level
A FABulous Approach to Buyer Need Satisfaction

- Stressing benefits is a very powerful selling technique.
- FAB selling technique helps emphasize benefit.
  - Feature
  - Advantage
  - Benefit
The Product’s Features: So What?

- Feature – a physical characteristic
- Many salespeople emphasize features.
- Examples:
  - Size
  - Color
  - Price
  - Shape
The Product’s Advantages: Prove It!

- Advantage - a performance characteristic
- The chances of making a sale are increased by describing the product’s advantages.
  - How a product can be used
  - How a product will help the buyer
- Examples:
  - Fastest-selling
  - Store more information
  - Copy on both sides of the paper
The Product’s Benefits: What’s in it for Me?

- Benefit – a result of advantage
- People are interested in what the product will do for them.
- Benefits can be both practical and psychological.
- Benefits should be specific statements, not generalizations.
- Emphasizing benefits increases sales.
Why Does Someone Buy These Items?

- Diamond ring
- Camera film
- STP motor oil
- Baseball tickets
People Buy the Product’s Benefits, Such As:

- **Diamond ring** – images of success, investment, to please a loved one
- **Camera film** – memories of places, friends, and family
- **STP motor oil** – engine protection, car investment, or peace of mind
- **Baseball tickets** – entertainment, escape from reality, or relaxation
People Buy Benefit(s)

- Not a product’s feature(s)
- Not a product’s advantage(s)
People Buy Benefit(s)

- Notice national television commercials:
  - They stress benefits.
  - Advertisers know this helps sell the product.
People Buy Benefit(s)

- High performing salespeople stress benefits.
- They know this increases their chances of making the sale and helping someone.
What’s In It For Me?

- Stressing benefits in the sales presentation answers the prospect’s question, “What’s in it for me?”
Can Not Leave Out Features and Advantages

- In the sales presentation it is also important to mention features and advantages.
- Here is an example of how to stress a benefit while including a feature and an advantage:
“With this ball, you’ll get an extra 10 to 20 yards on your drives (advantage) helping to reduce your score (benefit) because of its new solid core (feature).”
FABs Can Be Awkward at First

- New salespeople are frequently not accustomed to using feature, advantage, and benefit phrases.
- It may seem awkward at first.
Use Your FABs

- **Feature** – ___________ Characteristic
  - Buyer thinks “So What?”

- **Advantage** – ___________ Characteristic
  - Buyer thinks “Prove It!”

- **Benefit** – Favorable result from ___________
  - Benefits are what people buy!

- You can have a benefit of a benefit or a FABB
Use the FAB Sequence

- The standardized FAB Sequence can be used as follows:
  - The *(feature)*... means you *(advantage)*... with the real benefit to you being *(benefit)*....

- Note how a benefit is emphasized.

- Pick a product. Insert a FAB of the product into the above sequence.
  - Put in your own words.
  - Try it. It works!
Let’s Review FABs

Which of the following is a feature, advantage, or benefit?

1. F “Made of pure vinyl”
2. B “Gives 20% more miles to the gallon”
3. F “New”
4. A “Lasts twice as long”
5. B “Saves, time, work, and money”
“Blade changing is quick (advantage) and easy (benefit) with this saw, because it has a push button blade release (feature).”
Let’s Review FABs

“The king size (feature) will bring you additional profits (benefit) because it is the fastest growing (advantage) and more economical size (feature).”
Let’s Review FABs

“For long wear (advantage) and savings on your clothing costs (benefit), you can’t beat these slacks. All the seams are double stitched (feature) and the material is 100% Dacron (feature).”
Given that people make a buying decision based on whether they believe a product’s benefits will satisfy their needs, how can you uncover a buyer’s needs?
How to Determine Important Buying Needs – A Key to Success

- **L-O-C-A-T-E**
  - Listen
  - Observe
  - Combine
  - Ask questions
  - Talk to others
  - Empathize
Exhibit 3-4: Match Buyer’s Needs to Product’s Benefits and Emphasize Them in the Sales Presentation

- Important → (emphasize) → Important
- Unimportant → (deemphasize) → Unimportant
- Seller → Benefits
- Needs → Buyer
The Trial Close – A Great Way to Uncover Needs and Sell

- The trial close asks for an opinion, not a decision to buy.
- It gives feedback.
- The trial close is one of the best communication techniques in the sales presentation.
The Trial Close Helps You to Determine:

- Whether the __________ likes your product’s __________, ___________, or ___________.
- Whether you have successfully __________ any objections.
- Whether any objections remain.
- Whether the prospect is ready for you to _______ the sale.
In These Examples of Trial Closes, Notice They Do NOT Ask Someone to Buy Directly

- “How does that sound to you?”
- “Is this important to you?”
- “That’s great - isn’t it?”
- “I notice your smile. What do you think about...?”
Do You See How the Trial Close Asks for the Person’s Opinion Concerning What Has Just Been Said?

For example:

- “Does that answer your concern?”
- “Am I on the right track with this proposal?”
The Trial Close Does Not Ask for a Decision

- It asks a question to better understand what the person is thinking about what is being said by the salesperson – you.
To Help You Properly Use

- the FAB selling technique and the trial close, incorporate the SELL Sequence into your presentation
Exhibit 3-5: The SELL Sequence:
Use It Throughout Your Presentation

S  E  L  L
Show  Explain  Lead  Let
feature  advantage  into benefit  customer talk
SELL Sequence

- **S** - ______ Feature - physical characteristic
- **E** - ______ advantage - performance characteristic
- **L** - ______ into benefit - result of advantage
- **L** - _____ customer talk - ask opinion question
Industrial Salesperson to Industrial Purchasing Agent:

- “This equipment is made of stainless steel (feature), which means it won’t rust (advantage). The real benefit is that it reduces your replacement costs, thus saving you money (benefit)! That’s what you’re interested in – right (trial close)?”
The Trial Close Is a Powerful Communication Technique To Produce

- Two-way communication
- Participation from the other person
A Challenge! Use the Trial Close in Your Normal Conversation To:

- See if it helps your communication.
- See if it gets the other person to participate in the conversation.
- All you do is occasionally ask the person an opinion type question such as:
  - “Is that a good place to eat?”
  - “What did you think about the movie?”
  - “How does that sound to you?”
Let’s Review! When Are the Times to Use a Trial Close?

1. After making a strong selling point in the presentation (FABs)
2. After the presentation but before the close
3. After answering an objection
4. Immediately before you move to close the sale
Let’s Review! What Does the Trial Close Allow You to Determine?

1. Whether the prospect likes your product’s FAB – the strong selling point.
2. Whether you have successfully answered the objection.
3. Whether any objections remain.
4. Whether the prospect is ready for you to close the sale.
It Helps to Construct Four Columns in Creating Your SELL Sequence

<table>
<thead>
<tr>
<th>Feature</th>
<th>Advantage</th>
<th>Benefit</th>
<th>Trial Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product made of stainless steel</td>
<td>Will not rust</td>
<td>Reduces your replacement cost</td>
<td>How does it sound to you?</td>
</tr>
</tbody>
</table>
### Exhibit 3-6: Examples of Features, Advantages, Benefits, and Trial Closes that Form the SELL Sequence

<table>
<thead>
<tr>
<th>Features (physical characteristics)</th>
<th>Advantages (performance characteristics)</th>
<th>Benefits (result from advantage)</th>
<th>Trial Closes (feedback questions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Nationally advertised consumer product</td>
<td>1. More people you have</td>
<td>1. Increases sales and profits</td>
<td>1. What do you think?</td>
</tr>
<tr>
<td>2. Air conditioner with a high energy-efficiency rating</td>
<td>2. Uses less electricity</td>
<td>2. Saves 10 percent in energy</td>
<td>2. Is this important to you?</td>
</tr>
<tr>
<td>4. Supermarket computer system with the IBM 3651 Store Controller</td>
<td>4. Can store more information and retrieve it rapidly by supervising up to 24 grocery checkout scanners and terminals and look up prices on up to 22,000 items</td>
<td>4. Provides greater accuracy, register balancing, store ordering, and inventory management</td>
<td>4. That’s great isn’t it?</td>
</tr>
<tr>
<td>5. Five percent interest on money in bank checking NOW account</td>
<td>5. Earns interest that would normally be received</td>
<td>5. Gives you one extra bag of groceries each month</td>
<td>5. Do you want to earn extra money?</td>
</tr>
</tbody>
</table>
Your Buyer’s Perception

- Perception – how selects, organizes, interprets information
- Selective exposure – only portion of information used
- Selective distortion – perceptual process may alter information
- Selective retention – may remember only what supports their attitudes and beliefs
Perceptions, Attitudes, and Beliefs

- Perceptions are learned.
  - Learning - knowledge based on past
  - Attitude - learned predispositions
  - Belief - trust or confidence placed in something/someone
The Buyer’s Personality Should Be Considered

- Personality can be viewed as the individual’s distinguishing character traits, attitudes, or habits.

- Self-concept:
  - Real self
  - Self-image
  - Ideal self
  - Looking-glass self
<table>
<thead>
<tr>
<th>Buyer’s Style</th>
<th>T Style</th>
<th>I Style</th>
<th>F Style</th>
<th>S Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adapt your presentation</td>
<td>T_________</td>
<td>I_________</td>
<td>F_________r</td>
<td>S_________</td>
</tr>
<tr>
<td>typing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Exhibit 3-8: Guidelines to Identifying Personality Style

<table>
<thead>
<tr>
<th>Guideline</th>
<th>Thinker</th>
<th>Intuitor</th>
<th>Feeler</th>
<th>Sensor</th>
</tr>
</thead>
<tbody>
<tr>
<td>How to describe this person</td>
<td>A direct, detail-oriented person. Likes to deal in sequence on his/her time. Very precise. Sometimes seen as a nitpicker. Fact-oriented.</td>
<td>A knowledgeable, future-oriented person. An innovator who likes to abstract principles from a mass of material. Active in community affairs by assisting in policy making, program development, etc.</td>
<td>People-oriented. Very sensitive to people’s needs. An emotional person rooted in the past. Enjoy contact with people. Able to read people very well.</td>
<td>Action-oriented person. Deals with the world through his/her senses. Very decisive and has a high energy level.</td>
</tr>
<tr>
<td>The person’s strengths</td>
<td>Effective communicator, deliberative, prudent, weighs alternatives, stabilizing, objective, rational, analytical, asks questions for more facts.</td>
<td>Original, imaginative, creative, broad-gauged, charismatic, idealist, intellectual, tenacious, ideological, conceptual, involved.</td>
<td>Spontaneous, persuasive, empathetic, grasps traditional values, probing, introspective, draws out feelings of others, loyal, actions based on what has worked in the past.</td>
<td>Pragmatic, assertive, directional results-oriented, technically skillful, objective bases opinions on what he/she actually sees, perfection seeking, decisive, direct and down to earth, action-oriented.</td>
</tr>
<tr>
<td>The person’s drawbacks</td>
<td>Verbose, indecisive, overcautious, overanalyzes, unemotional, nondynamic, controlled and controlling, oversensitive, rigid, nit-picking.</td>
<td>Unrealistic, far-out, fantasy-bound, scattered, devious, out-of-touch, dogmatic, impractical, poor listener.</td>
<td>Impulsive, manipulative, overpersonalizes, sentimental, postponing, guilt-ridden, stirs up conflict, subjective.</td>
<td>Impatient, doesn’t see long-range, status-seeking, self-involved, acts first then thinks, lacks trust in others, nit-picking, impulsive, does not delegate to others.</td>
</tr>
<tr>
<td>Time orientation</td>
<td>Past, present, future</td>
<td>Future</td>
<td>Past</td>
<td>Present</td>
</tr>
<tr>
<td>Environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desk</td>
<td>Usually neat</td>
<td>Reference books, theory books, etc.</td>
<td>Personal plaques and mementos, family pictures</td>
<td>Chaos</td>
</tr>
<tr>
<td>Room</td>
<td>Usually has a calculator and computer output, etc.</td>
<td>Abstract art, bookcases, trend charts, etc.</td>
<td>Decorated warmly with pictures of scenes or people. Antiques.</td>
<td>Usually a mess with piles of papers, etc. Action pictures or pictures of the manufacturing plant or products on the wall. No jacket; loose tie or functional work clothes,</td>
</tr>
<tr>
<td>Dress</td>
<td>Neat and conservative</td>
<td>Mod or rumpled.</td>
<td>Current styles or informal</td>
<td></td>
</tr>
</tbody>
</table>
Watch for Clues to Someone’s Personality Type

- How would you describe this person?
- What is their time orientation – past, present, future?
- What does their desk look like?
- What does their room look like?
- How do they dress?
Determining Style Can Be Difficult

- What is the person’s primary style?
- What is the person’s secondary style?
- Does the person’s style comprise all four types?
First Know Your Style

- This helps you to adapt to the other person’s style,
- Which leads to better communication.
- Knowing your style helps you identify a person’s style, especially if your styles are the same (it takes one to know one).
You Can Classify Buying Situations

- Some decisions are routine.
- Some decisions are limited.
- Some decisions are extensive.
Exhibit 3-10: The Three Classes of Buying Situations

Low Involvement

Routine decision making

Limited decision making

High Involvement

Extensive decision making
Technology Provides Information

- Technology provides information for customer decision making and service
View Buyers as Decision Makers

Five basic steps in the buying decision:

1. Need arousal
2. Collection of information
3. Information evaluation
4. Purchase decision
5. Postpurchase:
   - Purchase satisfaction
   - Purchase dissonance
Exhibit 3-12: Personal, Psychological, and Social Forces that Influence Consumers’ Buying Behavior

**Personal Influences**
- Income
- Age
- Gender
- Situation

**Psychological Influences**
- Past experiences
- Personality
- Attitudes and beliefs
- Perception

**Social Influences**
- Culture
- Social class
- Friends
- Family

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**Consumer buying decision process**

1. Need arousal
2. Collection of information
3. Information evaluation
4. Purchase decision
5. Postpurchase behavior
Satisfied Customers Are Easier To Sell To

- It is easier to sell to a customer than to a stranger.
- Building a relationship is important to a salesperson’s success.
To Buy or Not to Buy—A Choice Decision

A salesperson needs to understand:

- Factors that can influence the buying decision.
- Buyers actually examine various factors that influence these decisions.
- Buyers actually go through various steps in making decisions.
Summary of Major Selling Issues

- As a salesperson, be knowledgeable.
- Understand the characteristics of the target market and how these characteristics relate to the buyer’s behavior.
- The individual goes through various steps in the three buying situations of routine decision making, limited decision making, and extensive decision making.
- Uncover who is involved in the buying decision and the main factors that influence the decision.
Psychological factors include the buyer’s motives, perceptions, learning, attitudes, beliefs, and personality.

Not all prospects will buy your products due to the many factors influencing their buying decision.

Need to uncover buyer’s needs, solve buyer’s problems, and provide the knowledge that allows them to develop personal attitudes toward the product.
The video should start automatically.

If it does not, you must move the mouse to the middle of the screen. When a hand icon appears the video is ready.

Click once anywhere on the screen to start video.

Click once during playback to pause/unpause video.

Press the space bar twice to stop video and continue presentation.

When video is over, click the next arrow to continue presentation.

Video One