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How to Draw Buyers Closer You

Every salesperson wants to have a relationship with a buyer that cannot be duplicated by their competitors. Salespeople try numerous strategies, few work effectively, until now.

Research into neuroscience has provided great insight into how our brain functions. As salespeople we need to know what this means in a sales context. Sales will change the relationship between yourself and the buyer because it is based on biology and not psychology.

Our brains are most comfortable when operating in autopilot. We also feel relaxed when in this state. Repeated conscious thoughts and actions are not stored in our conscious mind but transferred to our subconscious where autopilot happens. Example, have you ended up at an address you normally go to, but on the day planned to be somewhere else? Your subconscious mind took you there whilst you were preoccupied with other conscious thoughts.

To save energy our brain uses shortcuts to make decisions to solve problems quickly. If the buyer perceives you to be the same as your competitors they will switch to autopilot. If a buyer cannot see anything new, intriguing or different in you, or the product/service or the organisation their brain will go into the default mode. This means they will emotionally detach and will more than likely give you a price objection to create differentiation between you and your competitors.

As salespeople we need to be aware of three components of the brain:

The Primal Brain

This is the most primitive part of the brain and is in control of our instinctive and automatic self-preserving behaviours. The thinking rational brain, the neocortex, shuts down when the primal brain is dominate. It is driven by the fight or flight or freeze response to a threat either perceived or real. In sales this could be disguised as an objection such as "*I will think about it.*"

The Mammalian Brain

Also known as the Limbic system it is the centre of emotions and learning and where 'gut' feelings come from, trust and loyalty. The system evaluates everything as either pleasure or pain. Sales presentations need to focus on the 'why' and 'how' to connect to the mammalian brain.

The Neocortex

The neocortex is associated with high order brain functions such as rational and conscious logical thinking and language. Salespeople who provide an overly structured features and benefits presentation focus on the 'what.' This triggers the neocortex resulting in an emotionally disengaged buyer.

What to do?

Do your homework to uncover information so your presentation disrupts the buyer's pattern of thinking. Focus on the new, intriguing or different using 'why' and 'how' in your presentation. When you do you will have a fully engaged buyer who will feel closer to you and open up about a problem they want solved.



Kurt's expertise is in improving his clients' sales performance by generating more sales in a more profitable manner. He has guided companies to increase sales 10-56%. Clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe.

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