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Alpha Business Coaching Newsletter

“Figuring Out Why Prospects Buy”

Dear Small Business Owner:

Can you identify the real reason customers buy from you? While prospects may ask lots of questions during the selling process, generally they are trying to determine if what you offer has value to them. And since different people have different values, the better you are at honing in on their most dominant need, the faster you both can decide if there is a buy-sell match.

Generally prospects can be put into 4 general categories of needs. While they may shift at times between areas, typically one area is dominant in their buying patterns. If you can learn to observe their behaviors, you will have better information in order to help prospects decide whether to buy from you. Here are the 4 categories:



1. Quality Seekers -- These people buy only what they consider the best product/service out there. It is most important to them that they get top-notch performance and that they'll be proud of what they buy. While they want to know they are getting a fair price, the perceived quality of something is much more important. They want to be made to feel special because they're spending a lot of money and are getting the absolute best that is available.

2. Service Seekers -- These buyers need to know that you won't forget them after they buy, that you'll do special things for them and take care of their needs. They want what will be most convenient and be the least hassle to their lives. They want to know that you'll bend over backwards to make sure they are satisfied with their purchase. They are worried about a good warranty and return policy on what they buy.

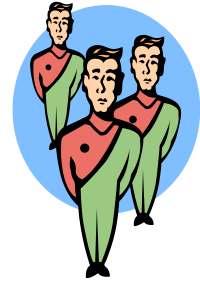


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3. Price Seekers -- These folks want the lowest price, even though they may be able to afford better quality. They want a deal, a discount even after they've gotten a fair price. Businesses that promise to beat a competitor's price are who they like to buy from. They want to know they have paid less than the neighbor, to confirm what a shrewd consumer they are.

4. Satisfaction Seekers -- These people are motivated by status, security, and the approval of others. They buy things because it makes them feel like they are part of the group. They feel safe when they buy what other people have bought because it confirms they made a good decision. It helps them feel they belong when others see they've bought the same brands.



Most people have a little bit of all of these needs and will ask questions in each area. But most will have one of them that is the strongest, the most important, the driver of their decision. Figure out which one this is by asking good questions and analyzing their responses. To what issues do clients keep coming back? Your goal is figure out how your prospects perceive value and if what you have fits their needs. Once you've determined this, it will make the speed to close the sale shorter.

If you find yourself needing help to implement this, give us a call.

Sincerely,

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