



Knowing what motivates people to buy or “buy in” is the first step of crafting a persuasive presentation. In fact unless you know the core reasons why people buy you will not be able to convince them of anything. No matter what you give away, no matter what you promise, no matter how hard you push.

Beyond why people buy lies a number of profound tactics to create the “will to buy”®.

When I say create the “will to buy”, I’m referring to the sensation when you make a buying decision. You’re ready, you want it, and no one needs to convince you further; just give it to me so that I can own it. It’s steeped in raw emotional feelings.... things that make us happy, bring us joy, increase our pleasure, blunt our sorrows, ally our fears or feed our passions.

This is the “will to buy”.

We all have those things that we feel emotional about. I discovered my passion for teaching people over ten years ago. I remember the day I walked into the meeting room and turned on the lights. As the lights went up they ignited something in me that triggered a passion for sharing my knowledge about people and how they interact and react to marketing and sales.

I couldn’t get enough information and have become a voracious researcher in the process. It is this emotional passion for information that causes me to want to own a collection or library of books on the subject. I buy books every single week.

Why?

Because my passion for learning and teaching is an emotional response. I want to KNOW and teach as much as I can....and I am sold long before I walk into Chapters or Barnes and Noble.

Seventeen books are in my current reading stack and I’m waiting for the one I ordered last week. I’m sure I’ll order 3 more in the weeks ahead. No one has to sell me....it is of my own free “will to buy” based on my passion (translate emotion) for teaching and knowledge.

You and I make most purchases based on one emotion or another; sometimes several. Then establish the rational later. That’s why you bought that Big Bertha oversized driver.

Desire to be a better golfer. Envy of the chaps that can hit the ball a mile; and straight to the green. The pride you’ll have when you take 10 strokes off your game. The joy of owning a Big Bertha. (“Say is that a Big Bertha?” – “You bet your sweet patootie it is.”)

But it was a great investment. Right.

Identify the emotional impulse or trigger of your prospect; is it FEAR, PASSION, PRIDE, JOY, EXCITEMENT, GREED, ANGER, DESIRE?

Once you realize the emotional feelings behind the buying impulse it then becomes a matter of learning and applying the right cues that trigger those emotions.

Your job is to present an offer that cocks the hammer and lets the prospect pull the trigger that creates the willful impulse to buy.

Is there more to creating the “will to buy” than just identifying emotional impulses?

YOU BETCHA!

Everyday communication is fraught with attempts to persuade people to believe what you say, and convince them to do as you wish. Whether looking for your directions to be followed and complied with or selling your company’s offering.

Without persuasive tactics you will be left wondering why the prospect seemed interested in your offering but then cools and leaves you empty-handed; without convincing them or making a sale.

Remember your job is to present an offer that cocks the hammer and lets the prospect pull the trigger.

Uncover the emotional triggers and you will be half way to creating the “will to buy”.

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