

The Psychology of Selling into 2030



The Queens Gambit

A scene from the TV series 'The Queen's Gambit'. In the foreground, a man wearing a brown hat and a dark jacket is seated at a chessboard, looking intently at the pieces. Opposite him, a young girl with short red hair, wearing a blue sailor-style top, is also focused on the game. The chessboard is set on a table, and a glass of water sits on it. In the background, a large, diverse crowd of people, mostly men in suits, are seated and watching the game with various expressions of interest and concentration. The setting appears to be a grand, well-lit hall or ballroom.

You can't read the label of the jar that you're in.

True or False?

Sales is fundamentally a
numbers game

Why People Buy



Why do people buy products or services?

- Need or want



How do people buy products or services?

- Emotion and then logic





Sales Activity

Allocate per table:

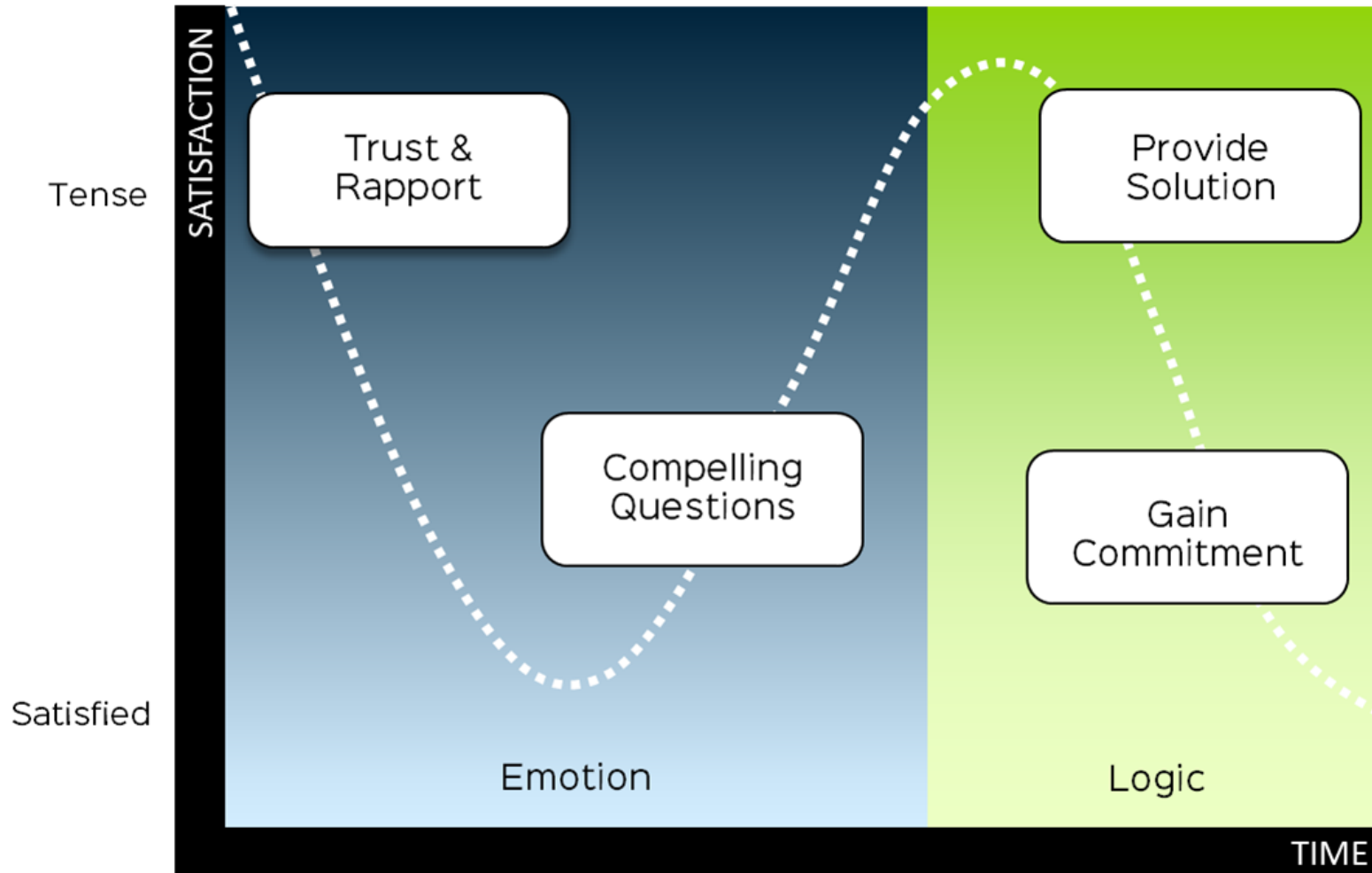
1 x salesperson

1 x customer

Observers

- Salesperson sells assigned product to customer – 5 mins
- Observer's note sales approach

The Psychology of Selling



“Arouse in the other person an eager want.”

– Dale Carnegie

Bias Projection

ANALYTICAL BUY CYCLE

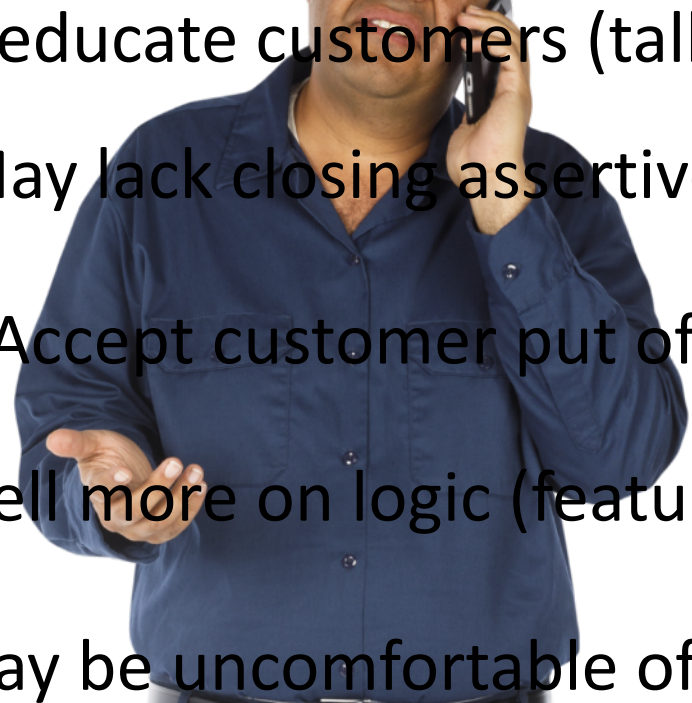
SUPPORTIVE BUY CYCLE



What is the Impact on Sales Behaviours?

Bias Projection

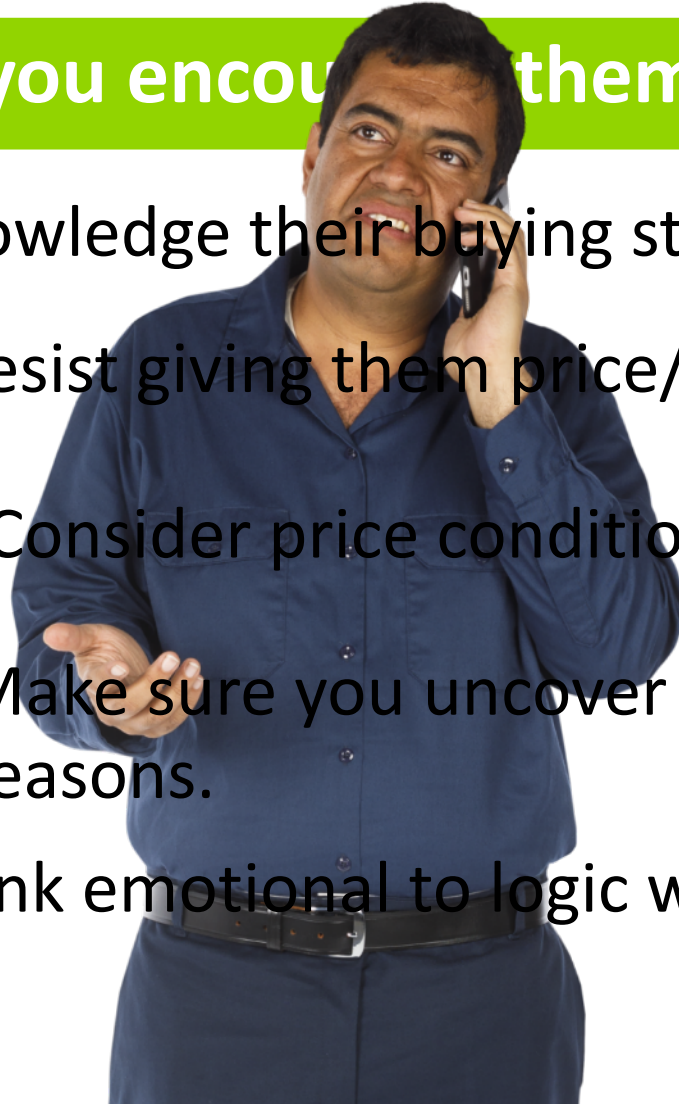
Analytical Buy Cycle Sales Behaviours

- Over-educate customers (talk too much)
 - May lack closing assertiveness
 - Accept customer put offs
 - Sell more on logic (features) than emotion
 - May be uncomfortable offering value add
- 

Customers with Non-Supportive Buy Cycle

How do you encourage them to buy?

- Acknowledge their buying style.
- Resist giving them price/ info on demand.
- Consider price conditioning them.
- Make sure you uncover emotional buying reasons.
- Link emotional to logic when building value.



Predictors of Sales Success

Taken from the Objective Management Group (OMG) Sales Evaluation

Sample size: > 2,000,000 salespeople; Number 1 sales assessment 10 years running

Top 5% of Salespeople (scoring percentile)	Salesperson Mindset Finding	Bottom 5% of Salespeople (scoring percentile)
100	Goal Oriented (high achievement drive)	16
98	Comfortable Talking About Money	2
95	Rejection Proof (Resilience)	18
78	No Need for Approval - don't NEED prospects to like/ love them	6
76	Supportive Buy Cycle (not project buy cycle bias onto customers)	8

Customers Loyal to Existing Provider

How do you encourage them to buy?



- Acknowledge their loyalty.
- Ask how they decided on products/ vendors they are loyal to (*what made you decide on...?*)
- Ask what's changed since they last bought the product (*what's important to you now...?*)
- Ask if there was a product that could do what they needed and was more effective, would they be open to exploring it?



Resource Access

- Access to **1 comprehensive Sales Profile** (valued at \$895 +GST) – **FIRST 15 PEOPLE ONLY** - **please email name and address of the person you want to complete the profile.**
- Access to **Sales Assessment online module** that explains profile terminology.
- Access the **Psychology of Satisfaction online module.**
- Access the **Buy Cycle online module.**

Email: John@neuralnetworks.com.au

Call: (03) 9555 7955