



## What Motivates Prospects to buy?

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Many articles exist about the use of persuasion in the sales process but what do we mean by persuasion? Dr Robert Cialdini refers in his book "Influence, The Psychology of Persuasion" to six fundamental principles:

- **Reciprocation**
- **Social Proof**
- **Consistency**
- **Liking**
- **Authority**
- **Scarcity**

These are all excellent concepts from which to begin a study, and everyone interested in persuasive sales techniques should read anything by Cialdini. If we were to list these principles which would be number one hierarchically?

Top of our list in Liking, and as Cialdini states "People prefer to say "yes" to those they know and like," I suspect most of us believe we have friendly personalities well suited to relationship-oriented consultative sales. After all, it is the interactions and relationships we have with others that determine our success.

Rapport is the bedrock of persuasion, without it most attempts to influence will fail. As you progressively develop rapport actively listen to how your subject expresses him/herself. Observing and acting on the communication "tells" your prospects exhibit is surprisingly straightforward to learn, and will position you far ahead of those unaware of what to listen for and how to respond.

For example, let's consider motivation. What factors motivate your prospect to decide to buy from you, someone else or not at all, this could be a question with a million answers couldn't it? Curiously there are only two; your prospects are either motivated **TOWARDS** an objective or **AWAY** from a problem, knowing the direction offers an exceptional and somewhat covert advantage enabling you to deepen rapport.

An efficient method to determine the motivational direction of your prospect, and be assured this is something they are unlikely to know about themselves, is to ask a question that elicits a response commencing with "because."

**For example:**

- I was wondering if you could tell me why - did/was/have?

Many sales training courses suggest avoiding "Why" lead questions; it is not recommended to ask them repeatedly, however leading into the word "Why" with a small preliminary phrase acts to soften the directness of the question and prompts a "because" response.

**Group (A) Answers:**

- Because we must **avoid** missing our Q3 targets
- Because if we **stop** haemorrhaging money
- Because once we **eliminate** the excess, we will be able to save on

The highlighted words imply preventing something from happening and suggest an AWAY from motivated individual.

**Group (B) Answers:**

- Because we **have** to move the company/department forwards
- Because we need to **get**
- Because we will **accomplish** so much more

The highlighted words are acquisitional and suggest a TOWARDS motivated individual.

A useful method of deepening rapport facilitating persuasion in a sales meeting is to adopt your prospects linguistic motivational preference; this is extremely subtle and

very powerful. Should your prospect indicate that your product will help them to avoid, stop or remove something, agree and clarify exactly how your offering will do just that, refrain from responding with how your goods and services will help them gain, acquire or accomplish something.

By adopting the linguistic motivational direction of your prospect you will be talking their language, they will be at ease, more responsive and subconsciously appreciate the depth of understanding towards their requirements that you are exhibiting.

Examples of TOWARDS oriented vocabulary, this is not a definitive list:

- Attain
- Have
- Achieve
- Obtain
- Get
- Include
- Achieve
- Benefits
- Advantages
- Accomplish

Examples of AWAY oriented vocabulary, this is not an exhaustive list:

- Avoid
- Solve
- Prevent
- Not have to deal with
- Eliminate
- Stop
- Get rid of
- Won't have to
- Fixing

- Not perfect

You may find some people mix the language from each group. Once you spot this, concentrate on the predominant linguistic preference. More inciteful persuasion tips [HERE](#)



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**John Falkinder**

Reinvented Retiree, Active Ageing Advocate & Coach, Personal Trainer, Trainer & Assessor (business).

... 22h

Interesting article Stephen

and I would be interested to hear your comments on one, shall I say opposing facet of it: Motivation. I am from the school of belief that you can't motivate anyone.....it comes from within the person. You can provide them with the tools to become motivated but in the end the decision is up to them as to whether they use those tools or not. I am more interested in the opposing side of this question: "What factors motivate your prospect to decide to buy from you?" which would revert to, "What factors would motivate me to buy from me?" For arguments sake, how could I successfully sell myself on the idea of giving up drinking alcohol for a year? Cheers - John - your Active Ageing Activist and Coach.

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**Stephen C. Young Author of Brilliant Persuasion**

Proactive Persuasion for Sales & Business Development Consultants. Tel:0800 644 1064 ...

... 12h

Hello John, Thank you for

your comments I'm delighted you found the article interesting. I agree with much of what you have written; I accept that an individual can be motivated to motivate themselves, and agree that motivation comes from within. Finding the starting point to begin to be motivated for many is the stumbling block, isn't it? Taking your question "how could I successfully sell myself on the idea of giving up drinking alcohol for a year?" I'd say when the pleasure of drinking is greater than the pain of not drinking you will not but, when the pleasure of drinking becomes less than the pain of abstaining, you might start the journey, only you know the threshold. I use this self-talk whenever I need to remotivate myself to launch into the gym. When the pleasure of going is less than the pain of abstaining, I'm a couch potato. And when the pain of not going become less than the pleasure I feel from going, then nothing will stop me. There is if you are receptive to such things a technique called "The New Behaviour Generator." I have adapted a version of this in my book to build confidence. Here is the link <http://www.nlpu.com/Patterns/patt16.htm> In a nutshell and from personal experience a combination of the pain/pleasure scenario which assumes a reasonable amount of self-awareness and the new behaviour generator are excellent starting points to sell/convince/motivate

yourself on any idea. If the pleasure of not doing these is greater than the pain of giving them a shot, maybe not yet! :-) Best Stephen

Like Reply



**John Falkinder**

Reinvented Retiree, Active Ageing Advocate & Coach, Personal Trainer, Trainer & Assessor...

... 3h

**Stephen C. Young Author of Brilliant Persuasion:**

Thanks for your response Stephen. I enjoyed the read and agree with your comments. Another person whose articles I always find informative and worth reading is James Clear. If you haven't come across him then check out this article and go from there. He has written some interesting work on Habits:

... See

<http://jamesclear.com/how-t> more

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