

Emotion Vs Logic

Most of your buyers will be emotional buyers. About 80 to 90 percent of them.

The remaining 10 to 20 percent will be logical buyers.

Emotional buyers are mainly influenced by emotions, by how they feel about making a purchase.

Logical buyers are mainly going to be influenced by logic, by best price, best quality, fastest delivery, best deal etc.

But! That doesn't mean that your emotional buyers can't be influenced by logic, or that your logical buyers can't be influenced by emotions.

But it does mean that in your sales presentation you are going to emphasize different things according to what type of buyer you are dealing with.

Your safest bet? Cover both emotional aspects and logical aspects in your sales presentation, but emphasize the aspect that is more relevant to your buyer.