

Why Do People Buy

Why do people buy?

People buy solutions.

A solution to get rid of a problem or a solution that helps them get closer towards a goal.

People don't buy to get more problems. Unless their problem is that they don't have enough problems.

Keep this in mind. An individual's problem is always unique. What might be a problem for someone, is a solution for someone else.

Like having too much responsibility. Some people buy stuff so they can automate things and have less responsibility. Some people don't have enough responsibility, so they buy to get more responsibility (like a puppy or a house that requires some one to take care of).

Now said problem can be real or imaginary.

For example, I might have a problem with going bald, while in reality that is not the case, that is the creation of my imagination. Doesn't matter, it is my problem, and my problem seems real to me (whether it might seem imaginary to you or not).

So I will go out and buy hair growth products, and creams that slows down balding.

It is not your job to decide whether it is really my problem or not, whether it is real or not. Your job is to solve my problem, and make me feel at ease and make me feel satisfied.

I might have goal to be famous, whether you think I am famous already or not, its besides the point. You job as a sales person would be to serve me, and help me be more famous.

So why do people buy? To solve problems and reach goals. Whether real or imaginary, it is real to the individual. Just empathize and understand your prospect, and do everything you can to help them.