

# The Psychology of Salesmanship

Study Guide

## Key Points

- “What has the matter of advertising, store display, personal manner, etc., have to do with salesmanship? Just this much, that all these things are based on the same fundamental principles as is salesmanship, and that these fundamental principles are those of psychology. All that has been said refers to psychology—all is the effect of psychology pure and simple. All depends upon the mental attitude, the suggestions offered, the mental states induced, the motive to the will—all these outward things are merely the effects of inner mental states.”
- Knowing the mind of the salesman (you) and the mind of the buyer are crucial for completing a sale.
- Five phases: The Pre-Approach, The Psychology of Purchase, The Approach, The Demonstration, The Close.

## The Pre-Approach

- The pre-approach is part of the Mind of the Salesman. It is preparing your mind for speaking with an interviewing the buyer.
- It is also the mapping out of the campaign for the sale; laying out the strategy.
- It encompasses all the information that will be used in making the approach when selling the customer.
- First, you must know what you’re selling inside and out. You must feel perfectly comfortable with the products/services you sell. If a question is asked, you will know the answer. This is building the foundation for the sale – it’s vitally important to know your stuff.
- Next, understand your customer. Characteristics, habits, likes and dislikes.
- Another aspect of the pre-approach is having the right mental attitude in yourself. The use of auto-suggestion to overcome any fear of losing the sale or “messing up” will help you maintain the right mindset when selling.

## The Psychology of Purchase

- Involuntary Attention
- First Impression
- Curiosity
- Associated Interest
- Consideration
- Imagination
- Inclination
- Deliberation
- Decision
- Action

## The Approach

- The approach is where the customer is forming their impression of you.
- Remember, the first five minutes of speaking to a customer is likely to make or break you as far as that sale is concerned.
- The rule is to meet each question or obstacle as it arises, and not to add fear of trouble beyond to the work of the moment. Do not cross your bridge till you come to it.
- During the approach, you want the prospect to have enough interest to ask a question or make an objection. Here we merge into the demonstration.

## The Demonstration

- In this stage, we move from passive attention to active attention, discussion and consideration.
- The moment that the prospect ceases to be a passive listener, and displays enough active interest to ask a question or make an interrogative objection, the great game of the sale is on in earnest. The Demonstration has begun.
- There are two meanings to the demonstration:
  - A showing or pointing out; an indication, manifestation or exhibition.
  - The act of proving clearly, by incontrovertible proof and indubitable evidence, beyond the possibility of doubt or contradiction.
- In order to demonstrate your goods or proposition at this stage, you must have fully acquainted yourself with them, and also have arranged the telling points in a natural and logical order of presentation, working from the simple up to the complex.
- Be careful not to suggest buying at this point, or your prospect may lose interest in the demonstration.
- This is where the prospect should be encouraged to ask questions or make objections.
- During this stage, you want the prospect to begin to think of the thing or proposition in connection with himself. He then begins to picture it in its application to his needs or requirements, or in relation to his general desires, tastes and feelings.

## The Closing

- One should lay especial stress upon any points in which the prospect seemed interested during the Demonstration.
- The "click" of Decision is often produced by the Salesman "putting up" some strong question or statement to the prospect, which, in the popular term, "brings him to his feet." In other words, you must ask for the sale.
- Never attempt to close your sale in the presence of outsiders. Always defer it until the prospect is alone, and you have his undivided attention.
- The principle to be observed in all cases where orders have to be signed, receipts made out, etc., is to make the process as easy as possible for the prospect. Let him work along the line of the least resistance.