

Buyers Remorse/Decision Procrastination

By Roger Bostdorff

There are two types of emotion that is typically required in a Business to Business (B2B) sale. You have the emotional side of the sale and the logical side of the sale. A sale can rarely be made without the emotional side of the equation being fulfilled. A sale sometimes can be made without the logical side of the equation being addressed, however, not for long.

The emotional side of the sale is when the buyer wants the product or solution whether it is logical or not. The new red convertible when you turn 45 and are having a midlife crisis, the large screen plasma so you can watch football on Sunday as though you are actually there or the dress that is two sizes too small because it was the size you wore when you were 25. (Yes, ladies you too do this) These are emotional buys.

However, when you are buying a product or service for your business you may have other reasons emotionally to purchase. You like the salesman, the salesman is a relative of a friend, the company is associated with someone that is famous, etc. Unfortunately, many times when a salesman makes a sale for these reasons shortly after the sale is consummated the buyer starts having second thoughts. This is called buyers remorse. If in the sales process the salesman did not address the logical side of the sales process he runs the risk of buyers remorse coming into the picture and the sale gets killed or at a minimum the decision is delayed and the sale cycle is prolonged.

So how do you avoid this from happening? The salesman needs to insure he is including the logical side of the sales process as well. The salesman needs to understand what problem he is solving for the customer. He needs to ask the customer why this problem needs to be solved. If the problem is solved, what good things happen for the company? If the problem is not solved, what bad things continue to occur? By the way, how many \$\$ do these good and bad things represent? Now when the salesman asks for the order not only has he/she accomplished the emotional side but also the salesman has addressed the logical side. If the buyer gets queasy after the sale and buyer's remorse is trying to set in, the salesman simply reminds the customer as to the financial benefits that HE (the customer) pointed out during the conversation regarding solving the customer's problem.

If the salesman is fighting decision procrastination, the salesman again can remind the customer of the benefits he will derive with the salesman's solution. A simple question like, "you told me that you would save \$XXX by solving this problem. By delaying you delay or miss the opportunity to save those \$\$. Can you please share with me why you would want to delay gaining these savings?" You will either get the order or find out what is holding him back so you then can address that issue as well.

A salesman has two key items going for him/her. He has his time and his product or his services. Buyer's remorse and decision procrastination eats up one of these important items. Protect your time by investing some time up front to build both the emotional and logical side of your sale.

Good luck and good selling!

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