

## Communication is really a part of the 'sales' process

By Bob 'Idea Man' Hooey

People buy or say 'yes' to something, for emotional reasons in relation to benefits 'perceived' and sometimes received. They use facts to back up or justify their purchase or decision.

In your communication with people, it would be wise to keep in mind that people will react '*emotionally*' to what you say or write. You are '*selling*' your ideas, your position, your services, your products, and most importantly yourself when you communicate.

Perhaps it would be beneficial to take a moment and discuss the basic reasons we've found that people buy or say 'yes' to something. These emotional needs underlie the reason they buy into your programs, buy your products or buy you as a person to work with or deal with, why they can be persuaded to say 'yes' to something.

Psychologist Abraham Maslow did exhaustive research and concluded that all people had a hierarchy of needs. He ranked them from the most basic to the loftiest: **physiological** (sheer survival), **security**, **social**, **self-esteem**, and **self-actualization**.

In my '**Secrets of EFFECTIVE Customer Service**' Business Enhancing Success Training program, I cover the top ten as they relate to giving people more reasons to engage you, trust you, or buy from your company. I have included all 25 here for your consideration (and there are undoubtedly more not catalogued here). In my new book - 'Thinking Beyond the FIRST Sale' we actually explore 51 reasons...

These can be helpful in your interpersonal skills and dealings with family, friends, employees, managers, co-workers, clients and suppliers as well. Remember when you communicate effectively, people want to be involved in your life and in helping you succeed.

### Emotional needs:

1. To make money
2. To save money
3. To save time
4. To avoid effort
5. To gain comfort
6. To improve health
7. To escape pain
8. To be popular
9. To attract the opposite sex
10. To gain praise
11. To conserve our possessions
12. To increase our enjoyment
13. To satisfy curiosity
14. To protect our family
15. To be in style
16. To satisfy an appetite
17. To emulate others
18. To have beautiful things

19. To avoid criticism
20. To avoid trouble
21. To take advantage of opportunities
22. To be individual and unique
23. To protect our reputation
24. To gain control over aspects of our lives
25. To be safe

Whether you are talking one-on-one, presenting to a group of people, or communicating in writing, your audience or readers will be evaluating and reacting to your words and *'filtering'* them thru one or more of the above emotional needs.

**Tough sell isn't it?** But if you have done your homework, and know a little bit about the needs, background and thought processes of those you want to reach, it will be much easier. You can enhance your chances of success by carefully crafting your communication to touch or draw on the emotional needs of your audience or readership. But be cautious in its use.

Some would ask, isn't this manipulation? My gut reaction would be to say no! On the surface it might appear that way, but only you know your *'true'* motives.

If your *'true'* motive is to communicate more clearly, more effectively, and your desire is to serve them by giving them all the information they need in a way that makes it easier for them to relate to it – then I say go for it! **Having an honest desire to help people is what builds a foundation for success under your career or business and helps ensure both longevity and success.**

**Works for kids too!** We want our kids to grow up healthy, and make decisions that will be good for their future and we need to find ways to appeal to them at their level. This applies to working with family and friends, as well as clients, co-workers, management and staff.

So, remember that communication, especially effective communication, is really a process of selling – selling your ideas, your desires, your dreams and your future. How effective will you be in persuading people to buy in? How successful will you be in inspiring them to help you?

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