

# Ways to upskill your sales group to convince candidates.

You might have heard that buying decisions are made based on emotion instead of logic. Maybe you've even experienced it. You knew you were required to hire a service for your business and logistically, everything confirmed however you continue to feel like it wasn't right for you. Or, we can say that let's assume you have booked a hotel and at the last moment you feel that it is quite expensive as compared to other hotels of that place, but however, you felt that it might be good for you. This means that sometimes people make decisions based on their emotions instead of thinking it in a logical way.

'Emotionally compelled' is precisely how a person should feel once they think while buying any product or services. But, to manage this emotional response, one must need a strong understanding of behavioural science and the way humans build choices while buying something. It's not enough to understand that we're making decisions based on our emotions and trying to charm them. So, sales should have something that can attract buyers and force them to buy that product.

To understand this more deeply, Jeremy Miner, sales trainer and also the founder of 7th Level Communications has shared some info regarding training sales teams to persuade prospects emotionally. Miner made several seven figures a year as a W-2 earner in his sales career by going on top of and beyond what most salespeople do: he created a sales technique that helped salespeople persuade prospects emotionally by serving to the prospects to influence themselves. He has shared some of the key tenets of his proprietary Neuro-Emotional Persuasion Questioning techniques, that he crafted over years of delicate attention to phrasing and prospect responses.

How does one sometimes converse with a prospect? Like most of

the salespeople jump into direct answers too early in the conversations with their customer on why the consumer should get their product and how it is more important than any other similar product. The salesperson didn't know that some of the consumers buy any product based on their emotions whereas, some buy them while thinking about the logic behind the product. So, it is very important for a salesperson to know how he can persuade any consumer to buy their product emotionally.

Miner has also shared that all these methods are recently adopted into sales and that the salesperson should be asking the questions rather than doing the talking with their customers. First, the salesperson should connect that person emotionally to that product then only any consumer will take that product while thinking about the happiness he/she will get after buying that product. Miner also said that almost 80 to 90 % of the conversation he had with his students was due to the thoughtful accomplished queries that they asked. So, the most important thing is to build a connection with your customer then connect your customer to your product emotionally. So that the consumer can know the importance and necessity of your product.