


 Empower. Connect. Promote.

The Psychology Of Selling

CEO of You® Staff Certification Program
 Presented by Danyel Pritchard

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In this course we will cover the following:

1. Why people buy
2. Why people buy from you
3. Reasons why you fail to get the sale
4. How you can influence your patients to buy from you
5. The 4 Styles of buyers
6. How to overcome objections
7. Bonus tips to improve the sale

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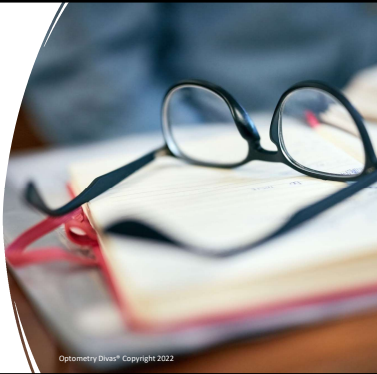
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Why People Buy

3 Practical Reasons Patients Buy From You

1. To see clearly
2. To stop pain or discomfort
3. To prevent blindness and disease

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Why People Buy

Six emotions that influences people to buy:

1. Greed. "If I make a decision now, I will be rewarded."
2. Fear. "If I don't make a decision now, I'm toast."
3. Altruism. "If I make a decision now, I will help others."
4. Envy. "If I don't make a decision now, my competition will win."
5. Pride. "If I make a decision now, I will look smart."
6. Shame. "If I don't make a decision now, I will look stupid."

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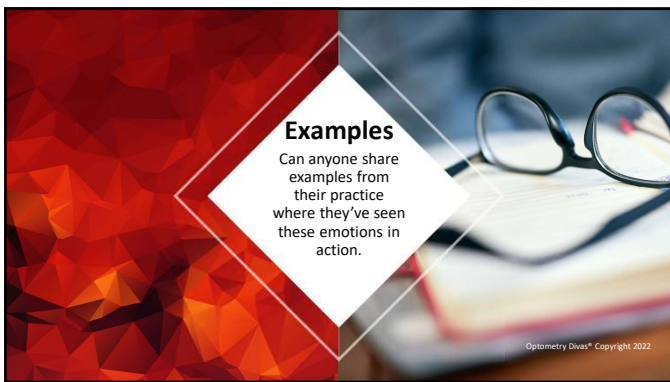


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Examples

Can anyone share examples from their practice where they've seen these emotions in action.

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5 Reasons Patients Buy From You

1. They perceive a need or problem
2. They want to solve the problem or are afraid of what might happen if they don't solve it
3. They decide that your solution can solve their problems better than the place down the road
4. They trust you
5. They have the means to buy the solution

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7 Reasons why you fail to get the sale

1. Your limited beliefs about yourself, products and your patients
2. You don't genuinely care about your patients
3. You don't follow a proven sales process
4. You don't understand the products you sell
5. You have poor communication Skills
6. You lack confidence in yourself
7. You don't sharpen and improve your skills

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How can you influence your patients to buy from you?

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L.O.C.A.T.E. Your Patients' Needs

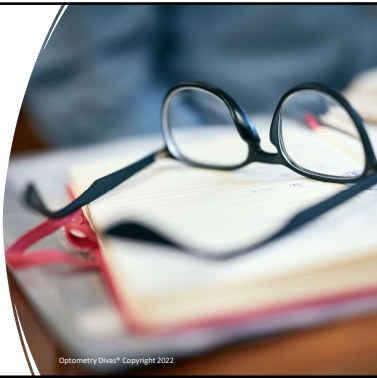
- Listen
- Observe
- Connect
- Ask Questions
- Train
- Empathize

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Follow the S.E.L.L. Sequence

S – Show the feature
 E – Explain the advantages
 L – Lead into benefits
 L – Let the customer do the talking




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Understand the 4 Styles of Buyers

1. Thinker
2. Intuitive
3. Feeler
4. Senser



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The Thinker Style

What they value - Logic, Ideas, Systematic Inquiry

How to approach them:

- Present them with facts and supporting data
- Be precise
- Present your material in an orderly and logical manner
- Closing – Tell them to “Think it over” and you’ll follow up



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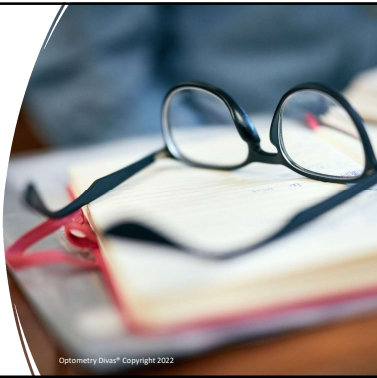
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The Intuitive Style

What they value – Innovation, concept and big picture, gut feeling

How to approach them:

- Tie your presentation into their big picture
- Spend time to understand what they're trying to fix, accomplish, or avoid
- Closing – Let them know that you'll handle all the details so they can focus on all the other important things they have to do.



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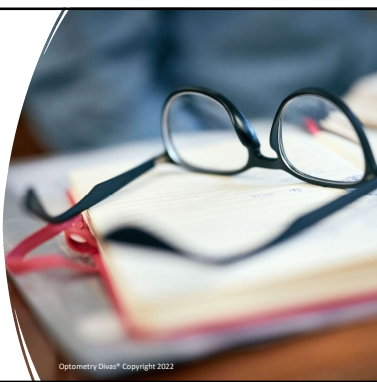
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The Feeler Style

What they value – People oriented, sensitive to people's needs

How to approach them:

- Use emotional, less formal terms and words in your presentation
- Show how their purchase will benefit their loved ones
- Closing – Have other staff members compliment them



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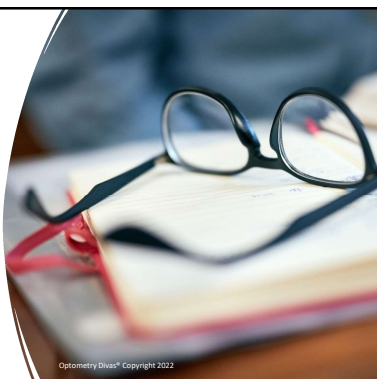
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The Senser Style

What they value – Take information through their senses, make quick decisions

How to approach them:

- Be brief and to the point
- Use samples, something they can see and touch
- Demonstrate results
- Closing – Focus on the results and limit package choices.



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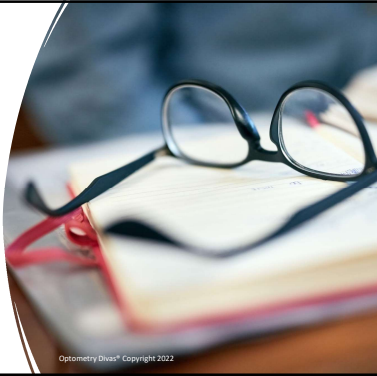
How to Identify Each Style

You must have a Needs-Assessment Questionnaire.

Here's an example of a question you can ask on the questionnaire:

Which is more important for you?

- Feature
- Benefits
- Price
- Look & Style



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Which Buyer Style are you?



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How to overcome objections

1. Listen

Don't just let your patient spell out their objections – actually *listen*.

Rather than jumping in with an answer – or even worse, cutting your patient off before they've even had time to share their concerns in full – be sure to give them time to speak. It'll help them feel like you're genuinely looking to help and have their best interests at heart, which increases your chances of closing the sale once you've handed the objection.



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How to overcome objections

2. Confirm

Remember that some patients are simply never going to buy. If they don't have sufficient budget, aren't a fully qualified prospect, or lack the authority to make a decision; then you're likely wasting your time. Stop there, thank them for their time and Let them leave.

However, if they agree they'll make a purchase if you can overcome their objections, then move to step 3.

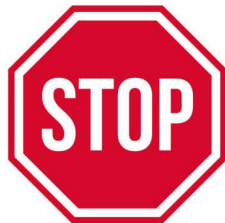


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How to overcome objections

3. Understand

We don't always say exactly what we mean – and even when we try to, our words might still be misinterpreted. So, it's important to paraphrase your patient's concerns to demonstrate that you understand their objection. Ask open-ended questions to help you dig up *all* the objections before you're able to respond effectively.



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How to overcome objections

4. Respond

Be sure to acknowledge your patient's concerns even if they don't seem like a serious issue to you. If they feel like you're not taking the objections seriously, it's unlikely you'll end up closing the sale. If the objection is something you have the authority to handle yourself, don't be afraid to do it. Otherwise, explain that you need to run it up the flagpole and arrange a time to get back to them.



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Bonus Tips

1. Design your optical according to your ideal patient's preferences. It's not about what you like, it's about what they like.
2. Make sure you're communicating to all the senses in the office – Sight, Smell, Hearing, Taste and Touch.
3. Be consistent in your sales approach.
4. You can't beat them, so don't join them on price.
5. Your performance is a direct depiction of who you believe you are. So, we end with this question...

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Who do you need to become
to get the results you want?

**The choice is yours because
YOU have the power to change your life.**

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Thank You

**Remember to register for the follow-up zoom
meeting at [OptometryDivas.com/events](https://www.optometrydivas.com/events)**

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