



EQUIPPING FOR EXCELLENCE

The Power of the Dominant Buying Motive

Given the current economic challenges, sales trainers are working hard to convince clients that there is still a place for selling skills and sales training. Corporate sales training market needs to reposition itself yet again. Clients need to be convinced more than ever that there is merit in investing in training a sales team. This needs to go beyond “39 steps to closing the deal.”

To do that, trainers in selling and negotiation skills need to keep it simple. This is something that is apparently quite difficult for those of us who are involved in people development. Sales and marketing training is full of three letter acronyms. – USP’s (unique selling points), CRM (customer relationship management, ROS (return on sales) and so the list goes on. I am not really sure why social scientists seem to feel this innate need to complicate what should really be really accessible concepts. I wonder if we do this because we feel that the engineering or technology world would take us more seriously.

Today I came across a new one . . . Enter the DBM- or the “dominant buying motive.” At first I cringed, then I sat and thought about it and now here I am using the same term, (there I did it again –the DBM).

Seriously though, any sales executive worth any salt needs to avoid features dumping and overselling. Our clients need to be reminded about how to identify a particular and specific competitive advantage. If this is done successfully, then the second step is to position that advantage in relation to a customer’s dominant buying motive. All that this means is that we need to be sure that customers are qualified correctly and, when it comes to selling premium brands, that the emotional triggers are identified. Persuasive needs based selling is firstly diagnostic. Sales trainers need to equip sales teams with the skills to determine buying motives so that product or service benefits can be matched. If this process is short circuited, the discussion will always end up back at price.

So the question that needs to be considered, is,” Have I identified my customers DBM?” This is often a journey because there are cases where customers themselves are not clear about what the buying motive is in the first place.

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