

## **UNDERSTANDING WHAT A SALE IS**

### **DEFINITION OF A SALE:**

A Sale is that thing that Automatically happens when the Benefits to be obtained, **as they are Perceived by the Buyer**, become larger than the price the Buyer perceives he will have to pay.

### **AMPLIFICATION:**

1. People don't buy Features of an item ... they only buy the Benefits that the Features can do for them.

2. To cause the Sale to happen, the Benefits must be Perceived by the Buyer and must be seen to be valuable to him.

2.1 The "Truth" of the Benefits existence does not matter ... for if the Benefits are valuable, and the Buyer cannot perceive them or cannot perceive their Value to him,

### **NO SALE CAN OCCUR.**

2.2 You have to find out what the Buyer wants in Benefits ... and find a way to show them to him ... and if you can't show the Benefits the Buyer perceives he wants,

### **NO SALE CAN OCCUR**

### **NO MATTER WHAT THE PRICE.**

2.3 When the Benefits sold are "Real," we call the person selling them a Salesman ...

when the Benefits sold are merely perceived and not real ... we call the

person selling them a “Con Man.”

3. The Price can be paid in many different “currencies” ... or a mixture of them.

Some of those Currencies are:

1. Money
2. Time
3. Effort
4. Ego Strokes
5. Publicity
6. Love
7. Security

4. Thus, a Salesman is that person who can perceive the Benefits that the Buyer wants and communicate the Value of the Benefits to Buyers ... **Over and Over.**

© Robert Jorrie