

# COGS

## The ABC of Sales and Marketing Psychology

### Empathy and Emotion

How well you are able to identify and understand your customers' psychological needs and wants will determine how successful your sales and marketing will be. Being able to recognise and tune into another person's feelings and emotions, putting yourself in their shoes, is what is known as empathy.

At its most basic, this could start with focusing on benefits rather than features, as it is the benefits that are of potential interest to your prospect. Going one step further is understanding your prospect's top challenges or problems and describing your benefits to help solve them.

But to really build empathy you need to try and appreciate the emotions and feelings that your prospect has about the situation. This can be done by asking questions like 'How does that make you feel ?' and 'How would you feel if you can't solve that problem fast enough ?' and listening carefully to their replies.

As well as the immediate meanings of the words spoken in the reply, the tone of voice, expressions and body language all communicate some aspect of what the person is feeling, even though we might not usually be directly aware of them.

Whilst it is vitally important to appreciate your prospect's situation, challenges, feelings and emotions, it isn't enough by itself. If you can demonstrate that you know what it is like to be in their shoes then that will go a long way toward building trust, the main foundation of any sale.

There are many ways to do this. Simply listening carefully and saying that you understand their situation is a start and then using their own words, when talking to them, also helps.

When you see two people talking who are really connecting you will see this taken to another level as they will echo, or mimic, the body language, expressions and tone of voice of the other person without realising that they are doing so, reinforcing the connection.

However, most people are pretty good about spotting fake empathy, as something just feels wrong or doesn't add up about how the other person is behaving. People vary tremendously in how much empathy they possess, but it can be rapidly developed to great effect through sales coaching and then improved in a safe environment.

The best and most effective way to use empathy is for it to be real. You need to really understand

your prospect's situation and really believe that your product or service can help them. When you do you are bound to have gain customers and make more sales !.

If you want or need sales advice and coaching, you are welcome to contact Bryan directly. He is a professional sales psychologist with twenty plus years of award winning sales performance. He understands the underlying factors that motivate and create positive sales results. Your sales will go through the roof with his expert guidance.

Contact Bryan today at [bryan@cogsales.com](mailto:bryan@cogsales.com) visit [www.cogsales.com](http://www.cogsales.com)

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