

How to Arouse Desire ?

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To arouse desire, first determine the buying motive of your P'pect. Then take these three steps :

1. Point out the P'pect lack or want for what you are selling.
2. Tell him how your article will supply the want.
3. Paint a word picture of his satisfaction or gratification as a result of buying your product.

Individuals or masses of people are persuaded through the influence of the things they want. In actual operation these means: find out what people WANT (not merely what they NEED) be in a position to convince them that what you offer will satisfy the want, and place your proposition within reach.

In the U. S. A., in Dec '34, statistics on the sale of ford cars showed 65% were bought by people who went unsolicited to dealers. In all makes supposed by dependent on salesmanship, about 70% of sales are not strictly sales at all, but purchases made on the initiative of the purchasers themselves - this explains how salesmen can make sales without bothering to arouse desire. How many more sales could they make, however if they did bother? Vastly more. Many men have more than double their earnings by applying the 5

great Rules—and the general of all these rules is the rule for arousing *DESIRE*. Follow the formula until it becomes AUTOMATIC. Too many S'men trust to luck in selling—too few trust to Formulas

Formula First, determine the prospects dominant buying motive. "Dominant buying motive" always seemed a complicated sort of title - but it is quite clear as to meaning—A buying motive is something that moves us to buy, and a Dominant motive is one that has a controlling influence in moving us. Other motives besides the dominant one may play some part in influencing the decision, but the dominant motive is the one which most interests the S'man because it most affects the sale. Why is it so important to know the P'pect dominant buying motive?

Example A bachelor saves his first 100/-. The motive is probably fear of hunger in his old age, fear of poor house. Ten years later he has put away 12,000/- but let us say, he continues to save. The *motive* however, is different. He no longer fears starvation, possibly his dominant motive is now love of ease and luxury. He wants, for his old age, not merely enough food—he wants numerous other amenities and pleasures—security of family—marriage of children, etc. How to learn P'pect dominant buying motive—How do you find out? Sometimes you don't—generally you do.

Example You are trying to sell a man a residence. You would want to know whether P'pect dominant buying motive is, say, love of family or the desire to feel important. Surely, you could easily determine this by asking far few questions—He would tell you, if you asked him, what points he wanted in the house—and in doing so he would almost certainly reveal his dominant buying motive.

Step I Point out to P'pect his lack of, or want of, the article or service you are selling. "Desire is the craving, for something not possessed"—Look back to some purchases of yours. That ran into money—radios, car, motor-cycle, suits, ties, shoes—and ask yourself if the 1st step in your desire for that article was not a realisation of a want or lack—Didn't you say to yourself, "Others have this—I lack it—All desire is built on a feeling of *lack* or longing. Point out the lack or intensity feeling of lack—Remember, Salemanship is the ability to persuade people to want what they need—And, apparently sometimes, what they don't need. A third of a century ago practically no body desired radios. Nobody felt the lack of them. Popular-priced Radios didn't exist, so nobody called your attention to your lack of a radio and you didn't feel any lack. Finally, however, radios, became practical, we found that our neighbours owned them, so we began to feel our lack.—and finally we bought. Or may be it was a salesman who did the job the job of pointing out the lack.

Step II. Tell your prospect *how* your goods or service will supply his *lack*. This step is quite natural if you will only ask your self "what is my P'pect thinking?". If you

have carried him through, the 1st step he is now thinking, "I don't like to drive a disreputable—Looking old car", or I don't like my accounting dept : always to be behind". If you have made your P'pect feel his lack, then your next step is the entirely obvious one of pointing out that your goods or service will supply this lack.

Step III. Paint a word picture of the satisfaction or gratification of your P'pect as a result of buying your goods or service, why paint a word picture of the prospects satisfaction ? Because the best way to arouse desire is to pick up the prospect mentally and carry him into the future and let him see himself enjoying what you are trying to sell him. It is an appeal to the heart. Think of your own case—Suppose you bought a car. Before you bought it, you must have had in mind picture of yourself driving the car around—on business or pleasure. Before you bought your first radio, didn't you picture yourself sitting down in comfort, excitedly listening ? Couldn't you, in your mind, hear the wonderful programmes coming right into your room ? Perhaps the P'pect at this point will paint his own mind pictures—but the wise salesman does not take a chance. He does the painting himself.

So paint a word picture for the P'pect of the joy, comfort the profit, the security or whatever the appeal the product you are selling should have for the prospect. How do you paint word pictures ? Don't only be specific—also be concrete—Suppose you are selling, dictating machines, in this case you might say "This machine will save your sec. and Hr. a day"—specific not concrete. It only brings an idea to mind—but not a word picture. Lets turn it into one—"The mail is put on your desk in the morning and you call your Sec. she pulls up a chair sits down opens her book and sits poised to take your first letter. But the phone rings. You turn, pick up the receiver, and talk for 10 minutes with a P'pect. Meanwhile your secretary sits in her chair, juggling pencil, patting her hair, looking over some old notes, and examining her fingernails—Imagine how frequently this happens during the month. At the end of which she gets her pay cheque. "That's word picture—perhaps not a very good one, but at last one that brings a picture to your minds eye.

If you will (a) make your P'pect recognise his lack of your goods, if (b) you show that your goods will supply this lack, if (c) you will then paint a word picture of his satisfaction and gratification—Then, if ever, you will have aroused desire. Then your P'pect really wants your goods, really longs for them.

What do purchasing Agents "Long for"—do they look for anything but how prices ? No—who writes the recognition.

P. As—But we use, say T/W ? The girls in the office—Paint word picture for them. They will fix the P.A. with P. As Human Relations. Dinner to Waitress—"I object to an omelet filled with jelly."

W—"You don't like jelly ? —D—"Yes, very much,"

W—Then you don't like omlet—"D" Yes, I like that too."

W—"Then you must like jelly omlet too—".

D—"Well I dont—Don't argue—

Be enthusiastic—You should be conscious that you are trying to arouse P's desire—but he should not.

MAXIMUMS

You can make anybody want to buy anything by putting the right idea into his head. Your customer wants to buy, he'll deny it—but you keep on thinking it anyway—

"Let your imagination carry you into the clouds—but keep your feet on the ground. Talk more about *WANT* Than *NEEDS*. Try to make your P'pect feel that he is losing something—doing without something he really bought to have—When he does not buy your goods make it vivid. Make it concrete. Make him see himself losing it—Make him feel dissatisfied *without* it. If you manage yourself, the interview will manage itself—Aim facts at the mind, fears at the heart, You can't *make* them *buy* it, but you can make them *WANT* it. People don't buy because they know all the facts. They buy because they *WANT* WHAT you sell.