



Dissatisfaction

Dissatisfaction is the most basic and common human motivator for change.

It's the monkey on our back nagging to quit putting up with whatever (dissatisfaction) or suffer the consequences. Change by itself is very uncomfortable for most of us. This is why we put it off for so long.

With this in mind we can't get a prospect to "change" until they realize, acknowledge and understand the consequences of not changing. Until they *feel the pain* of dissatisfaction. This is why it's so important to do a thorough assessment that will uncover the "pain and dissatisfaction" of their current situation. If you fail to do this, how can you expect a client to want to change (buy from you)?

There are three Buying Modes or a Process that happens before change can occur.

1. Status Quo: This is when a buyer perceives their current situation is just fine. Why rock the boat, no one is screaming for change. Everything is fine, they feel nothing. "We're happy with who we're using". I think this represents 90% of our prospects, don't you? But how many of you are trying to sell to this person? How many proposals have you submitted to these people? You realize that by submitting proposals to a buyer in this mode you're giving them something they really don't want. And because of this you've set yourself up to play the price game.

2. Searching for Alternatives: This means they're looking. Now, I don't know about you but, how often does this happen to us? And when it does, isn't it a huge red flag? We always wonder; why, what happened, what's wrong with them or how much money do they owe the last service they used. It's just rare to get the old "blue-bird" account anymore. The competition is just too tough.

3. Then there's Dissatisfaction: This is when a buyer realizes that the service (or their current situation) they have now, no longer meets their needs but, it's before they start looking on their own. This is called a motivated buyer. This is who you need to be selling to because they can be guided - they're ready for a change. The weird thing is ... YOU have to create this person. Yep, we're not in retail. They don't just call and place the order or walk in off the street, am I right?

So how do you get them from status quo? How do you create a motivated buyer?

As long as a buyer's perception of their current situation exceeds expectations, satisfaction is the result. Creating motivated buyers requires you to create dissatisfaction with their current solution. While you can't change the performance of a buyer's current solution, **you can create dissatisfaction by raising their expectations of their current solution.** And there lies the secret.

Want to talk about creating motivated buyers? Call or send me an email today.

“Change occurs in direct proportion to dissatisfaction, but dissatisfaction never changes. “

Douglas Horton