

Reading: Sales techniques

1 Salespeople use different techniques to make customers buy their products. Work in pairs. Think of some sales techniques. Which ones are most effective?

A: Salespeople often list the price as €9.99, not €10.00 to make the product seem cheaper.

B: They also say things like 'lots of intelligent people are buying the product'.

2 Read about some sales techniques in the article. Did you think of any of these?

3 Find words in the article that mean the same as these phrases.

- 1 can be trusted
- 2 other companies offering similar products or services
- 3 a business agreement that helps both sides
- 4 amounts of money you have to pay for goods or services
- 5 think that something is true, although you have no proof
- 6 can be easily bought or found
- 7 say nice things about someone, sometimes when you don't really mean it
- 8 nice things you say about someone that show you admire them

4 Why do you think the sales techniques work?

5 Here are some reasons why psychologists think the techniques work. Match them to the correct techniques in the article.

- a Your customer imagines what it will be like to have the product. This makes it easier for them to decide to buy.
- b Your customer sees the low price and makes the decision to buy. People don't like to change their mind, so they'll often agree to a higher price later.
- c When you give someone a gift, they'll want to respond and give you something, too, or do something you want.
- d For some reason, three is a powerful number.
- e When products are scarce so there aren't enough of them, they seem more valuable. Time can be scarce, too. People don't want deals to disappear, so time pressure makes them buy.
- f Customers like to buy things from people they like. They want to know that people like them, too.

The psychology of selling – six techniques that work



1 List your product's features in threes, for example: 'Our cleaning service is cheaper, faster and more reliable than our competitors.'

2 Offer a fantastic price like: 'A new floor for only €1,000' so your customer agrees to the deal. Then tell them about the extra charges: 'Delivery is €300 and installation is €500.'

3 Assume your customer's going to buy your product. Don't wait for them to say: 'I'll take it.' Ask questions like: 'When do you want us to deliver it?' or 'What will your neighbours say about it?'

4 Give things away. This is very effective when you don't just give one thing but you give several things away. 'I'm going to give you free batteries and a carrying case.'

5 Say there aren't many products available, or they're only available for a limited time. For example: 'There aren't many left' or 'The sale finishes tomorrow.'

6 Flatter your customers and pay them compliments. Say nice things like: 'That hat really looks good on you.'