

We all know that emotions play a huge role in purchasing decisions, but do we know why? According to Joseph LeDoux, a neuroscientist at New York University, it's because the neural pathways running from the emotional areas of the brain to the thinking areas are wider and faster than those that run from the thinking areas back to the emotional areas, so emotional impulses travel faster and with a greater "band width" than logic.

The mental aspect of emotion, the feeling, is a slave to the physiology, not vice versa: we do not tremble because we are afraid or cry because we feel sad; we are afraid because we tremble and sad because we cry. [Joseph LeDoux, "The Emotional Brain" p. 44]

This is another way of saying that emotions are the labels we have given to our various physical body states.

Great salespeople intrinsically know this. They consistently recognize, and capitalize on, the emotional state of their customers. Whether they know it or not, the high performing sales professional is constantly gathering data on the physical (and emotional) states of their customers in order to "steer" the sales process in the direction they want it to go.

They realize that all people make buying decisions based on emotion.

Therefore, your sales professionals must use emotion to sell what people want, not what you think they "need" or want them to need.

When sales professionals are taken through a process that allows them to begin to understand the organic underpinnings of emotions, they begin to recognize how and why people make the decisions and behave in the ways they do. This, in turn, allows them much greater control of the sales process.

At ETM, we provide the experiential learning process that will not only enable your sales professionals to experience stratospheric success, but will also dramatically impact the success of your company as a whole.