

Why do people buy? And what stops them buying?

Think about a purchase you have made which meant a lot to you. Use the box below to write notes. Why did you buy it? How did it make you feel?



A Thought provoker...

There are different types of purchases. Where does your product or service sit?

The necessity?

The stress reliever?

The time saver?

The dream purchase?

The feel good purchase?

Well being or self development?

Or something else?

Today's actions:

- 1** Revisit your customer's journey and see what it looks like. Or better still, ask someone else to do it. Be sure to choose someone who will give you honest feedback.
- 2** For those who have said no, do you know why? Did you know what was on their important list?



10 MINUTES, 10 DAYS, 10 ACTIONS

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— Sales Coach & Trainer —