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Years ago, I saw a video about "The five psychological sales triggers that make people buy!" I've been collecting videos and articles/blog posts about psychological sales triggers ever since. Sometimes I grab a lot of them at once. Often, there's a large chunk of time - months, or even years - when I leave off looking for these.

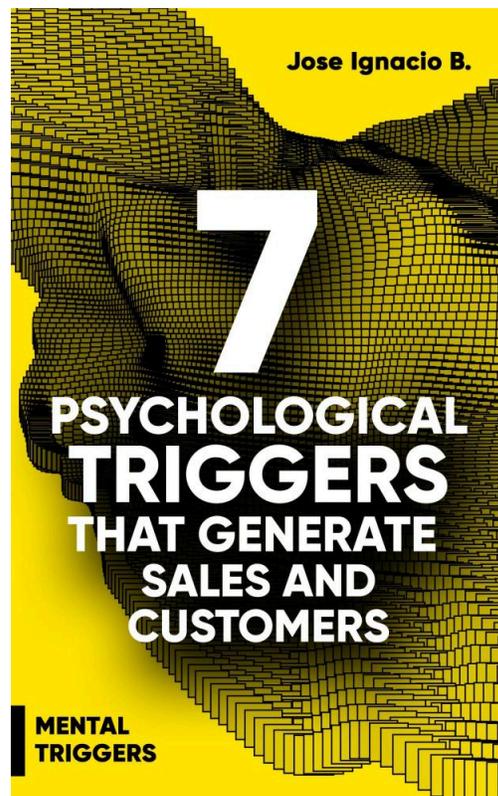
Yes, there are certain situations, and certain word combinations that can *influence* buying behavior. But there's no guarantee on getting a certain person - much less "everyone" - to pony up and buy your products and services.

Triggers, tricks, or techniques?

I've collected lists. The lowest number of triggers I've seen is three. Most often you get five. Occasionally you get seven. I've seen them go as high as fifteen, but in those lists you often get callbacks to earlier items on their list - "Number 13 is a variation or expansion of number 8." That kind of thing. I've been comparing the lists to each other. Often, the technique or principle is called different things by different people, but if you listen to or read their explanation, you can figure out what they mean.

What I've noticed with these lists of triggers - and they're always called triggers for some reason -

is that the person giving the list often refers to them coming from "experts." But they never say what kind of experts - sales people, or maybe psychologists - the triggers are coming from. Every once in a while, the person giving the list claims



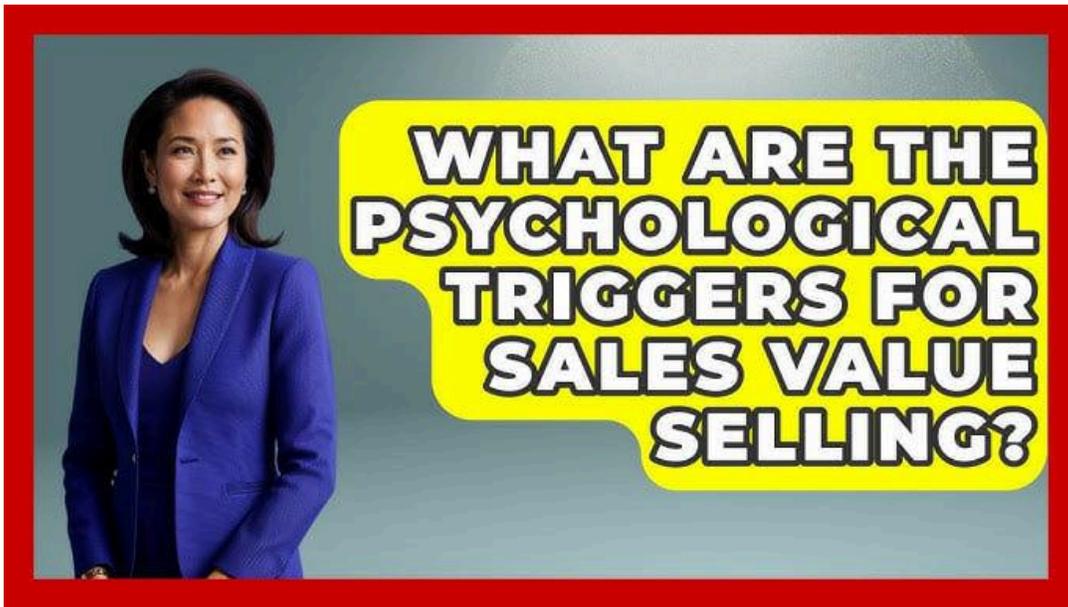
they've put the list together themselves. But I've never seen anyone say, "I've sold millions using these triggers." As they say, those who can, do. If you're making millions selling stuff, you're too busy to teach, I guess.

Here's my personal take on these principles or triggers: they don't work on rooms full of "everybody." They're more likely to work with people you've narrowly defined as your target market, especially if you've put together an avatar using Valuegraphics, as well as demographics and psychographics. But then, if you're already talking to your ideal prospects, and using a solid sales script, these don't really act as triggers anyway, do they? Principles, yes. Triggers, no.

Many of the list vary wildly - you get 9 or 12 triggers that don't appear on other lists, and some miss what I consider to be the actual top principles. Like they've just scraped through a bunch of lists (like I did) and found the ones they liked.

Without further ado, here's the Agile' list of *Psychological Sales Principle Trigger Action Word Techniques*. Okay, sorry, I'm being a jerk.

- 1) Social proof:** Before they buy, you're showing a person what choice "other people just like me" have made. After the sale, you're confirming that they made a good choice and limiting "buyer's remorse."
- 2) Reciprocity:** People feel like they owe you something in return if you give them something first.
- 3) Scarcity:** Drives the need to "get one before they're gone." Only really works if something is truly limited. Announcing "Only two left" every couple of days lets people know you don't really mean it.
- 4) Urgency:** Time limited availability does the trick here. Again, if you advertise "Never this low again" every week at the same price, people will not trust you.
- 5) Zero risk bias:** Make a guarantee. People are more inclined to buy if they feel their interests (and money) are protected.
- 6) Pain:** Make them feel it. Remind them how much their problem hurts, and show them (via social proof) that you can remove that for them. People buy emotionally and justify rationally.
- 7) Odd numbers:** You trust me more because I didn't stop at six triggers. In our society, people are irrationally calmed by odd numbers. We're used to seeing prices ending that way. People are more comfortable with paying \$99 than they are with paying \$80. I'm sure someone's done research into the whys and wherefores, but it wasn't me.



That's it for now! Thanks for joining me. I hope you find our emails thought provoking.

Until next time, be well and stay healthy & happy!

Very best,

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