

THE METHOD

SALES INSIGHTS & ARTICLES

FEATURED SALES PSYCHOLOGY ARTICLE

WHY CUSTOMERS BUY: UNDERSTANDING THE PSYCHOLOGY BEHIND EVERY SALE

A practical guide to understanding what drives buying decisions, building trust and creating sales conversations that move customers forward without unnecessary pressure.

Understand. Align. Guide. Close.

THE METHOD • CORPORATE SALES TRAINING

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01 • THE BUYING DECISION

PEOPLE DO NOT BUY FEATURES. THEY BUY MEANING.

A customer interprets your offer through perceived value, risk, relevance and trust. Your job is not to force a decision. Your job is to make the decision easier to understand.

01

PERCEIVED VALUE

Does the outcome feel more valuable than the money, time or effort required?

02

PERCEIVED RISK

What could go wrong? What does the customer believe they could lose by choosing you?

03

RELEVANCE

Does your solution connect directly to the customer's real problem, goal or priority?

04

TRUST

Does the customer believe you understand them, can deliver and are acting in their best interest?

02 • CORE DRIVERS

SIX FORCES THAT SHAPE A BUYING DECISION

Different customers weight these drivers differently. Strong salespeople listen for which driver matters most in the current conversation.

1

PAIN

A problem has become costly, frustrating or disruptive enough that staying the same is no longer attractive.

2

GAIN

The buyer sees a clear improvement: more revenue, more convenience, better status, stronger performance or less effort.

3

CERTAINTY

The buyer wants evidence, clarity and predictability before committing.

4

TRUST

Confidence in the salesperson, company and process reduces hesitation.

5

IDENTITY

The purchase fits how the buyer sees themselves or wants others to see them.

6

URGENCY

A deadline, opportunity, consequence or timing issue increases the cost of waiting.

03 • TRUST BEFORE PRESSURE

PRESSURE CREATES RESISTANCE. CLARITY CREATES MOVEMENT.

When a customer feels pushed, they protect themselves. When they feel understood, they become more willing to consider change.

PRESSURE-BASED SELLING

- Talks more than it listens
- Leads with product features
- Argues with objections
- Creates artificial urgency
- Tries to close before value is clear

THE METHOD APPROACH

- Asks purposeful questions
- Connects needs to outcomes
- Explores concerns without defensiveness
- Builds certainty with relevant evidence
- Closes when the buyer can see the fit

"The strongest close often happens before you ask for the sale."

04 • BETTER QUESTIONS

THE QUESTIONS THAT REVEAL WHY SOMEONE WILL BUY

Good questions uncover the gap between where the customer is now and where they want to be. That gap gives the sale context.

CURRENT REALITY

What is happening right now that made this conversation worth having?

IMPACT

What is this problem costing you in time, revenue, effort, opportunity or customer experience?

DESIRED OUTCOME

If this was solved properly, what would a good result look like?

DECISION CRITERIA

What matters most to you when choosing a provider or solution?

RISK

What concerns would stop you from moving forward?

TIMING

When would you ideally want this solved, and why does that timing matter?

05 • OBJECTIONS

AN OBJECTION IS INFORMATION - NOT A FIGHT

Objections often signal uncertainty, missing value, perceived risk or a mismatch between the offer and the buyer's priorities.

"It's too expensive."

Explore value, alternatives, cost of inaction and whether price is the real concern.

"I need to think about it."

Identify what still feels unresolved. Ask what specifically they need to think through.

"Send me information."

Clarify what information would help them make a decision and why it matters.

"We already use someone."

Understand what they value about the current provider and where gaps may still exist.

THE RULE: Do not answer the objection until you understand the objection.

UNDERSTAND. ALIGN. CONFIRM. CLOSE.

Use this four-stage framework to keep the conversation customer-led while still moving deliberately toward a decision.

01

UNDERSTAND

Discover the customer's current situation, priorities, frustrations and desired outcome.

02

ALIGN

Connect your solution directly to the outcome that matters most to the buyer.

03

CONFIRM

Check understanding, address risk and make sure the customer can clearly explain the value back to themselves.

04

CLOSE

Invite a decision with confidence. Make the next step specific, easy and commercially clear.

07 • APPLY IT

BEFORE YOUR NEXT SALES CONVERSATION

Use this quick checklist to prepare your thinking before you focus on your pitch.

- ☐ Do I know the customer's real business or personal objective?
- ☐ Can I explain the value of my offer in the customer's language?
- ☐ Have I identified the biggest perceived risk or concern?
- ☐ Do I have relevant proof, examples or evidence available?
- ☐ Have I prepared questions that reveal impact and urgency?
- ☐ Do I know the clearest next step I want to ask for?

TURN KNOWLEDGE INTO SALES PERFORMANCE.

The Method provides practical corporate sales training for teams that want stronger communication, better customer conversations and more consistent sales performance.

ENQUIRE ABOUT CORPORATE SALES TRAINING

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