

How People Make Buying Decisions

WITHOUT AN UNDERSTANDING HOW HUMANS MAKE BUYING DECISIONS, HOW WILL YOU SELL YOUR PRODUCT OR SERVICE?



RECOGNIZE THE NEED

SO IT'S YOUR JOB TO EDUCATE THEM THEY HAVE A NEED, AND YOUR THE SOLUTION

SEARCH FOR INFORMATION

YOU'RE RESPONSIBLE FOR BEING FOUND WHERE YOUR CUSTOMERS LOOK

EVALUATION

PEOPLE WANT TO TRUST YOUR PRODUCT BEFORE THEY BUY

CHOICE & PURCHASE

CHA-CHING! AM I RIGHT?!

USAGE AND EVALUATION

BUT HOW DID IT GO? WAS THE VALUE DELIVERED? 📺

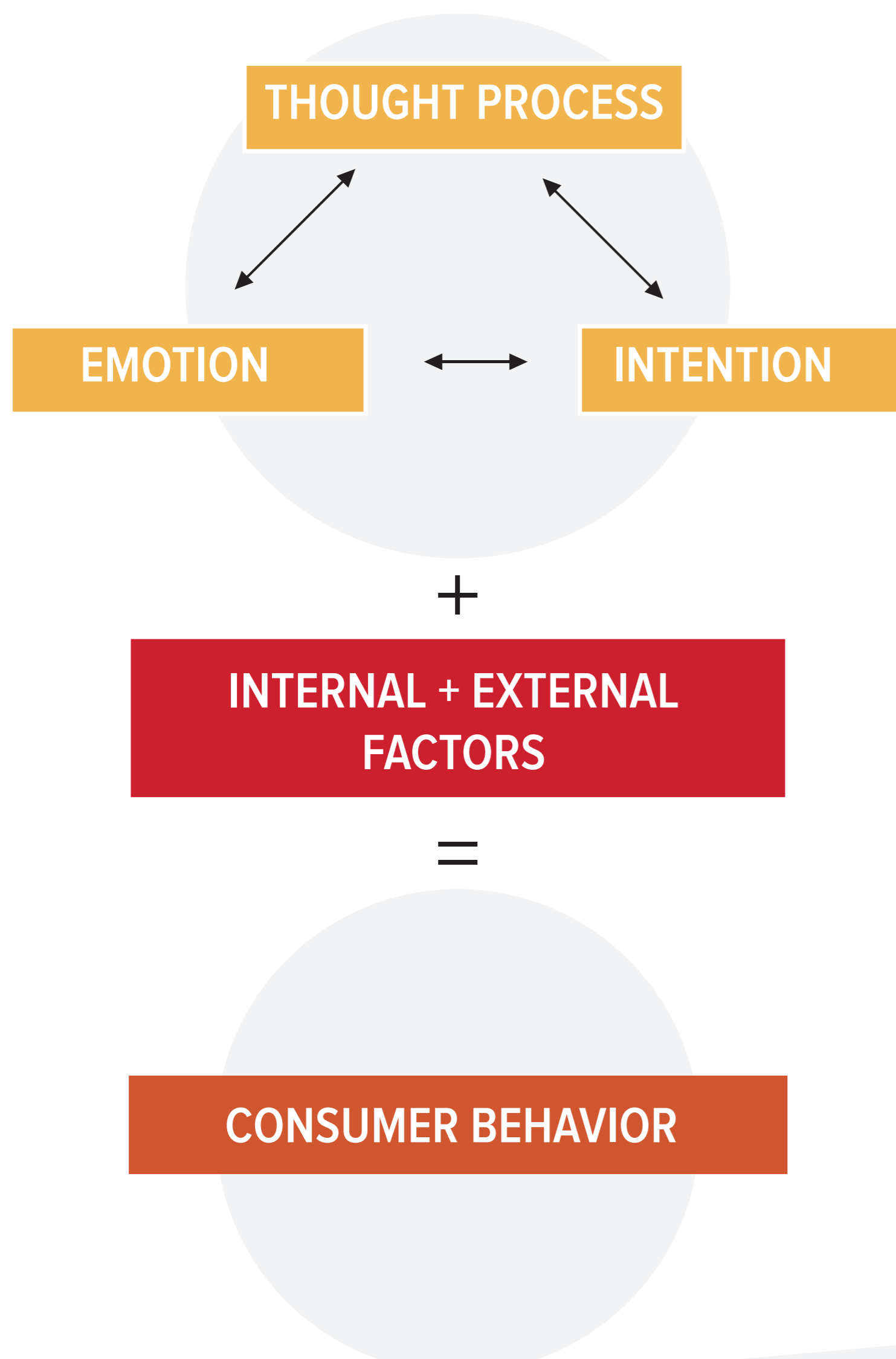
DISPOSAL OF PRODUCT

WILL THEY BUY AGAIN? TELL FRIENDS? 😊

AND THE CYCLE REPEATS ITSELF, EVERY TIME THE NEED ARISES AGAIN

So what makes consumers take action?

AND HOW TO APPLY THE PROCESS TO YOUR BUSINESS



When they have that need/problem (that your product/service solves) you want them to think of your business

They need to know how to access the solution, and want to take action

The external factors that trigger them to take action, are aligned

Adding external factors pushes people along. Examples: exclusivity, scarcity, limited time offers