



Emotion Sells



Emotion Sells – Logic doesn't.

In this modern era of constant product development and enhancement, we are all inundated with people and organisations who want to tell us about their **latest new product**, it's **new features**, a **new case** it comes in, and of course most importantly, **how well priced it is**. Well..... **has this ever excited anybody to buy** anything? The **answer is no**. The only time we make a decision to buy something is if we feel **"disturbed"** in some way and then we **move away from our present practices into some new way of doing things**.

This process can be proved further when you recognise that no-one has given up smoking based on the logical argument that smoking can be seriously harmful to your health. **The only time people give up smoking is when they make the decision that they want to. This decision is usually based on**

emotional grounds and not on logic. I once heard a keynote speaker say that you can't maintain intelligence and smoke at the same time! This statement is true, but has anybody given up smoking as a result of it The answer is no.

Many years ago I met an exceptional life insurance sales person. For the sake of the exercise, let's call him Chris. Chris had devised a way of selling life insurance to people which was so successful his closing rate was considered extraordinary. He didn't know a lot about the products, he didn't know about the mortality table that the company asked him to memorise, he even didn't know much about the tax deductibility of life insurance premiums. What he did know was **how to convert all of this logic into the power of emotion.**

At the conclusion of his sales presentation he would summarise by saying to his prospective clients that in fact he'd like to apply to them for a job.

He would say, "in order to summarise what I have been saying in my presentation so far, I would like to condense it **into a simple job application.** You see John, **I'd like to work for you and Mary and the kids, for five dollars and twenty six cents a week,** and I will **work for you as long as you want me and I will never ask for a salary rise,** even though you may consider me worthy of it. Here is the work I will do. John, if you should die, I will **make sure that the mortgage is completely paid,** that your two children will **continue to go to private school,** and that **Christmas will arrive in the usual fashion with the usual gifts.** Now I won't be able to go fishing with the children, but I can make sure that when they go fishing, they go with thoughts of a **loving and devoted father.** Now John, **once your children have grown up and your mortgage is completely paid for,** and you don't **need me any longer** you can **sack me** and here's what I will say to you. John & Mary, it's been wonderful working for you for the last 34 years and to show you my appreciation **I have actually been saving up my salary over that time, so I would like to present it back to you with some interest."** At the end of this presentation there was no way for logic to enter the decision making process. The decision was made on the purest emotion known to man – love.

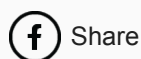
You can further read about the importance of love and it's application to human relationships in a customer/client process. Read an article in our Library called [Love Your Customers Or Lose 'em](#).

So, fill up with the spirit of excitement, passion and enthusiasm and then put a few more drops of emotion on top, then go out and live your life.

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