

Woo the Buyer's Limbic Mind or All Your Sales Efforts are Wasted

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By Dr. Lynella Grant

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If you've driven yourself crazy trying to figure out why so many customers get away, relax. You can't figure it out because... It's not logical. The impulse that makes people buy from one business instead of another is no more logical than the baying of an elk's mating call. In fact, it works exactly the same way, through the limbic system.

The limbic system is instinctive—older than language, faster than thinking. It controls trust. It controls attention and desire. And logic must stand aside until the limbic part of the brain decides something is trustworthy. In primitive times it was constantly alert for danger. Detecting threats spelled the difference between life and death. That function is still important today (although the risks are different).

So here's how the buyer's pattern works.

Step One – Court the limbic system

Provide reasons for the limbic mind to be interested in you. Let it get to know and like your personality, the unique flavor of the business. Once it decides it's interested (or not), it hands the matter off to logic, which waits to be called up.

Step Two – The logical mind evaluates the arguments and facts

It considers the pros and cons and arrives at its best choice.

Step Three – The mind then defers the final decision back to the limbic mind

It says Yes or No. The final decision isn't logical, and rational thinking plays a secondary role. Although it's willing to let you think it runs the show, that's not true.

Step Four – Action

The sale—if you've done it right; or a missed opportunity

Step 2 is supposed to come "after" Step 1. But sales people usually want it first. It doesn't work that way. Most Web sites and business ads start directly with logic, unaware of the vital importance of the limbic system. But getting the buyer to purchase without its blessing is a long shot.

Successful businesses make more money because they speak to the deeper (emotional or instinctive) concerns of their specific market. They engage their buyer's limbic mind in a unique and noteworthy way—a way that matters to them. The value of that company's products and services (which are seldom unique to them) are secondary to making that strong limbic connection. The ability to do so doesn't depend on their size, bankroll, or how long they've been around—but on understanding what their customers really wants.

The Mating Call

You need to send a "mating call" of attraction. By knowing your buyer's desires, you understand they're looking not just for products or services, but the good feeling that they expect to go with them. Your ability to deliver that feeling (in a variety of ways) is evidence of your enhanced value to them. They buy because they want that intangible "something" that makes you stand out from the rest.

A buyer's limbic system decides in an instant—and doesn't change its mind. That part of the mind constantly scans for either of two things—what it likes (attraction) and, equally important, what it dislikes or fears. Anything else hardly rates a notice (indifference)—and that includes most information. It has already decided from the context even before the words are heard or read.

But don't assume the limbic mind is only alert to face to face exchanges. Printed materials, ads, Websites, packaging, facilities and every other component of your operation all must face its scrutiny. It can spot the inconsistent signals you don't even know you're sending. But you can make your business limbic-friendly with no more expense or effort than you already spend. To discover how to eliminate limbic-jarring signals, visit my site,

Jarring or inconsistent signals turn the limbic mind off They may seem minor, but they cost you big time. The limbic mind doesn't decide by words (content) but by more subtle signals that people send without intending to (context). And its reaction is almost instantaneous. It can be fickle, if you don't continue to amuse, or if you fail to deliver. But it can also be determinedly loyal—when the connection forged with her is strong and personal.

By wooing the limbic system, you'll get the attention of the only buyer that matters. So assess your business practices and promotional materials to ensure they acknowledge its crucial involvement. When they're limbic-friendly, all your other sales efforts will yield greater returns.

Dr. Lynella Grant is an expert on the signals that make up the "body language" of a business. Author of *The Business Card Book* and *Stop Looking Like Small Potatoes*. Visit

Off the Page Press (719) 395–9450

Home Selling Help: Offer A Home Warranty To Entice Buyers

By Jeanette Joy Fisher

Now that the real estate market is cooling somewhat, you'll more likely to find your competitive home sellers offering a seller's warranty. But what exactly is a seller's warranty, and how can it help?

Seller's Warranty

In short, a seller's warranty provides added assurance that any repairs to major appliances, plumbing, and other home systems will be covered by the seller within a specified time period after the home is purchased, excluding a typical deductible of \$50–60. Seller's warranties are always offered by builders of new homes, but they're becoming increasingly popular as sales tools for older homes, as well. For the seller, the cost is about \$300–400, but it can be well worthwhile, especially if it means a quicker sale of their home.

There are some real estate companies that offer seller's warranties at no cost to their sellers during the home's listing period, such as Home Warranty of America, but the most agencies require their sellers to pay for the warranty if it's something they'd like to offer potential buyers—with the cost often built into the sales price.

Home Buyer's Warranty

A similar home warranty can be purchased by buyers, as well. The typical \$300–400 cost is similar to what a seller would pay for similar coverage, and a buyer's warranty covers the same things as a seller's warranty. The main difference is that a buyer's warranty typically begins on the date of closing and continues for a one–year period after that. Another difference: the buyer's warranty can be renewed annually.

Besides Home Warranty of America, there are a number of other companies that offer home warranties for sellers and buyers. Those companies include: 2–10 Warranty, American Millennium (which offers a policy to specifically cover hidden structural or pest damage to a home), and Home Warranty Plans, but you'll probably find others if you do an Internet search or check with your local real estate broker.

As is the case with any consumer product or service, it's always wise to do some research before you decide whether a seller's or buyer's warranty is something you want to consider. Then, if you've decided that such a warranty is worthwhile in your particular situation, make sure to compare the

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various programs to see which ones are available in your area, what they specifically cover, their overall cost, the amount of their deductible, anything that might be excluded from the program, and any other variables before you commit. Remember, you can offer the warranty, but if you consider an offer less than full price, you can ask the buyers to provide their own warranty.

Providing this service adds to your home's overall appeal to home shoppers. A home warranty gives your home buyers the peace of mind they seek.

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Jeanette Fisher, author of interior design, real estate investing, and home staging books teaches home sellers five ways to get more money from their home sale. Home Staging:

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