

Make buying effortless

Ease Your Customer's Decision Making and Win More Sales

How customers have changed over the last few years!! We've learned a lot about their fears of the property market and we also know that they can't handle complexity. Customers hate it when things are difficult to make sense of, to decide between or to decipher. It grinds them to a screeching halt, which is the normal human reaction to being overwhelmed and stressed out.

As a sales professional, your job is to make things easier and minimise the effort for your frazzled customers. This is especially true when you're dealing with people who seldom make decisions like buying into high value product.

Here are some strategies you can use to make things easier for your customers.

Add-to versus Replace

Your customers already have a home – it may not be what they want. Rather than replace what they have, learn to question and then summarise how the home you want the customer to buy can positively add to what they already have.

Adding to rather than replacing simplifies and speeds up the decision making process.

Think and Act Small

If your customers like what you've proposed, they'll want to get it approved as soon as possible however big ideas with big financial commitment is perceived as risky and requires more buy-in and if you start losing momentum, your whole opportunity is at risk.

Start with solving and then start selling – when you know the customer well enough, then you can start to show them how you can help them and demonstrate this in your product on site.

Remember - If you do a good job on your initial qualification, it will be logical for your customer to move to the next stage with you.

Root Out All Complexity

Many customers don't know what to look for or how to decide to buy a home. If things feel difficult or complicated, they'll quit. That's why it's imperative for you to ask these questions all the time:

- At which point do you overwhelm your customer with too much information?
- What are the complexities that grind decisions to a halt?
- How can you reduce the ease and effort needed to make a decision?
- In what ways can you minimise decision-making risk?

Discuss these questions with your colleagues. Observe what happens in conversations with your customers. Talk to your existing customers to get their feedback and eliminate as much complexity as is humanly possible.

Make buying from you effortless

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