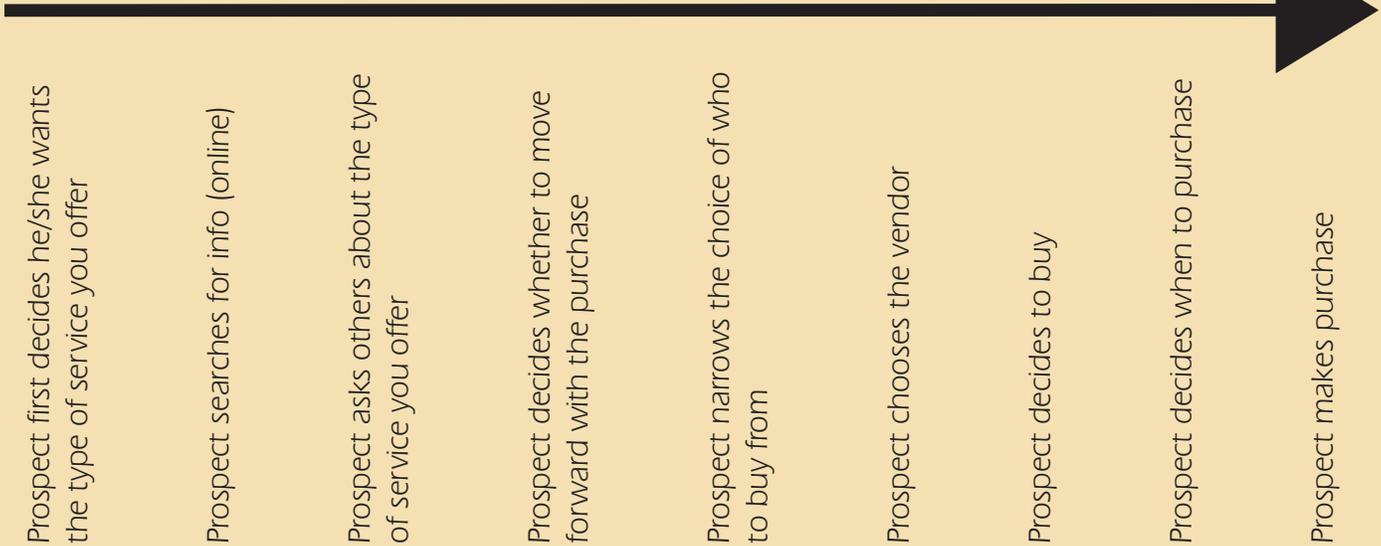


# How to Get Those Who Are Not Ready to Buy to Become Clients

by Marc Aronson

## Buying Decision Progression



Prospect first decides he/she wants the type of service you offer

Prospect searches for info (online)

Prospect asks others about the type of service you offer

Prospect decides whether to move forward with the purchase

Prospect narrows the choice of who to buy from

Prospect chooses the vendor

Prospect decides to buy

Prospect decides when to purchase

Prospect makes purchase

### Determining The Right Headline

Step two of *The Formula for Market Dominance* states, “Whether you are running an ad in a magazine or designing a website, you will best capture your audience’s attention by prominently displaying a well-conceived headline at the top of your ad or home page. Your headline must contain one or more of the biggest emotional hot buttons of your potential clients. Emotional hot buttons include the desires, importances, fears, frustrations, difficulties, pain and annoyances people possess toward purchasing your type of service.” But, how do you know which emotional hot buttons to use?

The emotional hot buttons you choose depend on where the bulk of your potential clients lie in the buying cycle, which we call *The Buying Decision Progression*. Are most prospective

buyers just beginning to contemplate purchasing the type of professional service you provide? Or, have most researched your type of service but have objections to moving forward? On the other hand, the largest percentage could be ready to purchase your genre of service but have yet to choose a provider.

### Getting People Hooked on Buying from You Even if They Are Not Ready to Buy

*The Buying Decision Progression* presents the entire vendor selection process from the first thought a prospect has to buying what you offer (or changing from another vendor) to actually making the purchase. The job of marketing is to drive more prospects onto *The Buying Decision Progression*, cause prospects to decide, when appropriate, to make the purchase, and then

select your business over their other options. To succeed, you need to have something great to say, communicate it well and repeat your message frequently. By repetitively rebroadcasting your communications, you will move your prospects from wherever they lie on the Progression to buying from you, and potentially speed them to action. The secret to gaining market share is to continually communicate until prospective clients actually purchase from you. This strategy is called *Precipitated Dissatisfaction*.

## **How Long Will It Take Prospects to Make Their Decisions to Buy?**

The time span it takes for prospects to make a determination and carry through with their transactions depend mainly on three factors: 1) where prospects lie on the Buying Decision Progression, 2) their sense of urgency, and 3) how much attention and effort they must exert to make the decision.

This observation alone dictates what strategic approach to initiate and how to determine the nature of emotional hot buttons of your target markets. If a given audience sits on the left side of the Progression, implement a *benefits of purchasing* strategy. If they lie in the middle, concentrate on an *objections to purchasing* strategy. On the other hand, develop a strategy that will focus solely on *separating what you provide from your competitors*, if the largest percentage exists on the right. Usually, you will need to implement each strategy. However, one may take clear precedence over the others.

Let us say the research you conducted determined 50 percent of your target market lies in the center of the Progression, 25 percent is on the left side and 25 percent is on the right. What should you do? Have 50 percent of your promotion concentrate on handling prospects'

objections, 25 percent address benefits, and 25 focus on choosing your business over your competitors. Thus, you would have three distinct messages.

The media you select will also depend on where your audience lies on the Progression. For example, if a sizeable portion of your audience is searching for a vendor, you will want to gear your promotion toward media that attract prospects who are ready to buy—online yellow pages, websites, and radio and television. If many are just beginning to consider buying the type of product or service you offer, select media that enables you to educate prospects on the benefits of purchasing what you deliver— social media, white papers, videos, presentations, and webinars. For prospective buyers who lie in the middle, direct mail, magazine ads, YouTube, and television commercials are among those to consider.

Understanding the Buying Decision Progression and implementing it properly can mean the difference between market invisibility and market domination. Since proper execution requires thorough understanding of this concept and considerable professional experience, we recommend you work with Business Builders.



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