

KNOW THE PSYCHOLOGICAL BEHAVIOUR OF YOUR BUYERS



**YOU UNDERSTAND YOUR
BEST FRIEND BETTER THAN
ANYONE ELSE BECAUSE YOU
KNOW WHAT'S GOING ON IN
HIS MIND, RIGHT?**



**LIKEWISE, YOU MUST
UNDERSTAND
THE BEHAVIOUR OF
YOUR CUSTOMERS.**

1. BY POTENTIAL OF WORDS

2. BY AUTHENTICITY

3. SHARE THE VALUE AND NOT THE PRICE

4. SCARCITY

5. SHOW THAT YOU'VE ONLY LOYAL CUSTOMERS

1. POTENTIAL OF THE WORDS.

BE IT WRITING OR TALKING, YOUR WORDS SHOULD HAVE THE POTENTIAL TO GRAB CUSTOMER ATTENTION AND CONVERT IT IN TO SALES

2. AUTHENTICITY

SHOW YOUR WORKPLACE OR YOUR IDENTITY AND YOUR PRODUCTS TO GAIN THE TRUST OF YOUR CUSTOMER. FAKE WEBSITES AND ACCOUNTS ARE ALL AROUND US, YOUR JOB IS TO MAKE THEM BELIEVE YOU'RE AUTHENTIC

3. SHARE THE VALUE AND NOT THE PRICE

LET YOUR CUSTOMERS KNOW ABOUT THE VALUE THAT YOUR PRODUCT POSSESSES. THE CUSTOMERS WHO'RE READY TO COMPROMISE WITH PRICE WILL LISTEN TO YOU AND BUY.

4. SCARCITY

SHOW THAT YOUR PRODUCT IS ALMOST OVER. HURRY!! ONLY 2 LEFT, BE THE FIRST ONE TO GRAB IT.

5. SHOW YOU'VE ONLY LOYAL CUSTOMERS

MENTION THESE ARE THE GROUPS, PERSONS OR THE COMPANIES THAT ALWAYS BUY IT FROM YOU BECAUSE YOU PROVIDE THE BEST SERVICE AND PERFECT PRODUCTS.



**DO YOU UNDERSTAND
YOUR CUSTOMER OR
YOU MERELY ATTEMPT
TO SELL?**

"SOCIAL MEDIA IS ABOUT SOCIOLOGY
AND PSYCHOLOGY MORE THAN TECHNOLOGY" - BRIAN SOLIS

