# Motivators for Sales Professionals

Build Your Motivational Intelligence for More Sales

Remember – Motivators DRIVE BEHAVIOR.

Use the Workplace Motivators information, as recapped here on the [top and least interests – Workplace Motivators Memory Jogger Card](https://wakeupeager.s3.amazonaws.com/Motivators_MJCard_2021.pdf)  for a solid recap of what each of the six motivators.

Realize that your buyer is not only driven by practical matters but is also driven by their #1 & #2 Motivators. Motivators are what drive our behavior. read, understand, and then adapt to what is most important to your client or prospect.

Use these Motivators Clues to figure out your buyer’s top motivators. Then, take the suggested actions and use the ‘words that work’, below, to adapt to your buyer.

**Buyer Motivators Clues, Stressors, Actions to Take and Words to Use**

Understand your Buyer’s top interests.

1. Traditional – greatest desire: to leave a legacy.
   * **Clues that a Buyer has Traditional/Regulatory as a Top Motivator:**
     + Strong Military, religious, government or political focus.
     + Questions about the process and protocol.
     + Long time service in one position.
     + Active in Rotary or other Traditional organizations.
   * **Stressor/Dis-satisfiers**:
     + Close mindedness by others.
     + Lack of directions, order, structure.
     + Opposition to their beliefs.
   * **Sales Rep Actions and Words That Work:**
     + Ask about their beliefs... and the rules.
     + Protocol, Process, the Standard is…
     + Present in an orderly and thoughtful way.
     + Help us stay in line.
     + History tells us...
2. Social /Altruistic- greatest desire: to leave an impact on society.
   * **Clues that a Buyer has Social/Altruistic as a Top Motivator:**
     + A generous coach or teacher who listens closely to others and gives free of his/her time.
     + Mentions volunteer and service work done on his/her own time.
   * **Stressor/Dis-satisfiers:**
     + Too much emphasis on bottom-line results.
     + Decisions and actions that are insensitive to people.
   * **Sales Rep Actions and Words That Work:**
     + Focus on how this product/service will help people and how it will remove any pain or suffering.
     + Share positive feedback from people who talk about the subjective value of the product or service you are offering.
     + We/I need your help.
     + Making the world a better place. Contribute. Giving.
     + Service. Serve. Charity. Soothing and comforting others.
3. Theoretical - greatest desire: to share wisdom.
   * **Clues that a Buyer has Theoretical as a Top Motivator:**
     + Many books and advanced degrees and/or certifications.
     + Technical interests or hobbies that involve detailed knowledge – like Chess, Crossword puzzles or Genealogy
   * **Stressor/Dis-satisfiers:**
     + Inability to learn and build expert status.
     + Emotional subjective experiences with no rational justification.
   * **Sales Rep Actions and Words That Work:**
     + Give them opportunities to learn.
     + Make the factual case – provide facts, figures and additional details and resources.
     + Research. Analyze Learn. Know.
     + Deeper meaning. Formulating theory. Identifying truth.
4. Individualistic - greatest desire: to leave their "greatness" and place in the world.
   * **Clues that a Buyer has Individualistic as a Top Motivator:**
     + Takes independent and entrepreneurial approach to work and life.
     + Has highly visible work and personal hobbies.
     + Focuses on what it takes to be the best, #1.
   * **Stressor/Dis-satisfiers:**
     + Actual or perceived diminishing/loss of power.
     + Inability to advance. Lack of respect for position and chain of command.
     + Is a natural networker and connecter of people.
   * **Sales Rep Actions and Words That Work:**
     + Put them in the “Drivers’ seat. “This is an opportunity for leadership…” “You have the authority...’
     + Show them how this purchase will help advancement. Make sure to acknowledge that they are in charge.
     + This is the best...
     + Excel. Advance. Be #1.
     + Power. Recognition.
     + Distinctive. Outside the box. New ideas.
5. Aesthetic - greatest desire: to life to the fullest in balance and harmony
   * **Clues that a Buyer has Aesthetic as a Top Motivator:**
     + Talks about how things make him/her feel and enjoys expressing feelings.
     + A love and need for anything beautiful, natural and/or outdoors – horses, hiking, gardening, an art gallery, yoga, fashion or design.
   * **Stressor/Dis-satisfiers:**
     + Chaos and disturbance around them and lack of balance and rest.
     + Too much objective focus.
     + Inability to express feelings.
   * **Sales Rep Actions and Words That Work:**
     + Show appreciation
     + Ask: How are you feeling?
     + Show how this impacts their personal development
     + Visualization. Picture this...
     + Show how they will have time to reenergize.
     + Creativity. Beauty. Harmony. Ease.
6. Utilitarian/Economic – to leave an abundance of time and money
   * **Clues that a Buyer is Utilitarian as a Top Motivator:**
     + Likes ‘do it yourself’ projects or has a side business or something that makes money, even if the extra money is not needed.
     + Many books, magazines and newspapers related to business.
     + Will focus on what he/she will get from a process – wanting a good return.
   * **Stressor/Dis-satisfiers:**
     + Wasted resources, time and material. Lack of efficiency.
     + Investments with inadequate or no return.
   * **Sales Rep Actions and Words That Work:**
     + Be efficient. Do not waste their time. “The bottom line is...”
     + Show return on investment.
     + Maximize resources. Eliminate waste. Earnings. Interest. Profit.
     + Practical. Useful. Productivity.