



MBD^{insight} #18

Why people don't buy: No pain, no match, no crisis, no trust.

Frequently, in our business development process, we encounter the situation in which the prospect or suspect ends up not buying. Lacking an understanding of *how and why people buy* and coupled with lacking a process to *disqualify unqualified people early*, we often naturally rationalize a reason the person did not buy from us. On a fundamental basis, there are only four real reasons why a person will not pursue a solution to the problem.

1. There is no problem, there is no pain. Therefore, there is no motivation, no call to action to pursue a solution.
2. There is no match. Specifically, the solution presented does not adequately address the problems uncovered.
3. There is no immediacy or urgency to solve the problem. The effect or impact of the situation is not critical enough to motivate your prospect to pursue the solution immediately.
4. There is no trust. This is the most important reason. You have not established the relationship wherein your prospect believes that your purpose ... helping them figure out what they need or want and finding a solution, whether or not they purchase it from you ... is truly ahead of your goal of making the sale.

Look back at all of the situations where your prospect or customer did not buy. You will find that one of these four or a combination of all of these reasons ultimately resulted in the final decision. Knowing how and why people buy, having a process that engenders trust and respect and uncovers the client's true issues and allows them to prioritize addressing these issues while providing adequate solutions, is truly the process of effective Business Development.

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