

# Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales

*Linda Goodman, Michelle Helin*

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**Linda Goodman, Michelle Helin : Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Why Customers Really Buy: Uncovering the Emotional Triggers That Drive Sales:

1 of 1 people found the following review helpful. Stop Reading After Chapter 3By Richard WhiteI was enticed by the

title and was completely engaged and excited with the content and the direction I thought the book was going. However after the first three chapters and a fervent hope that the book would show me how to use emotional triggers in my business, I was utterly disappointed to find the rest of the book consisted of fourteen (yes 14!) case studies showing how emotional trigger research saved the day. If this had been more of a how to book with a case study to learn the lesson, it would have been an absolute home run. Instead I feel like I got stranded on first base. 0 of 0 people found the following review helpful. A Learning Experience By Jennifer G. Steinberg As an educator and MBA with previous focus group experience, this book takes the role emotion plays in decision making to a new level. I was fascinated and surprised by how this technique applied equally to business, academia, and non-profits. The concept makes perfect sense. I read it from cover to cover in a few hours and it was a real learning experience. 0 of 0 people found the following review helpful. Good in Theory but Not So Much in Teaching By Customer If you are looking for a book that goes into detail of with case by case study, then this book is for you. But if you are looking for a how book with help on how exactly to apply emotional triggers to your selling then this book is not what you are looking for. This book has a great title but falls short of delivering any practical help to those looking for direct help with their selling.

You can read every classic marketing book out there but if you don't understand the emotional triggers that drive your customers you're losing sales. Linda Goodman and Michelle Helin spoke with our customers using the emotional trigger research approach introduced in *Why Customers Really Buy*. The findings surprised us, destroyed some long held beliefs, and turned our marketing and sales strategy in a brand new direction."--William N. Anderson, CEO Leisure Concepts Management, LP, Former Chief Marketing Officer Carrefour "This book is a must read for every sales and marketing executive charged with finding and retaining customers in a highly complex and competitive global marketplace."--David Hilfman, Senior Vice President Worldwide Sales, Continental Airlines "Michelle and Linda bring a clear understanding of what drives customer decision making, opening up previously unseen opportunities for growth."--Doug Fields, General Manager Marketing and Development, Vallourec Mannesman "In *Why Customers Really Buy*, Linda Goodman and Michelle Helin have written a book jam packed with real world stories that demonstrate why uncovering customer emotions is the new frontier for increasing sales. Their smart and innovative technique really works!"--Henry L. Mittelman, Principal and Managing Director, Gordon Brothers Group, Former Managing Director KPMG The motivations customers act on are seldom logical, predictable, or even conscious. Instead, their strongest responses stem from one source: emotion. It's a deceptively simple reality. But it permanently changes the way organizations must go about understanding their customers. *Why Customers Really Buy* introduces emotional-trigger research, a revolutionary new approach that uncovers the core, unfiltered, and spontaneous triggers that drive customer sales. Traditional market research is outmoded and counterproductive because old methods measure rather than inform. They generate predictable answers that confirm preconceived assumptions. Emotional-trigger research is a powerfully different method that gets to the heart of what companies need to know. Based on an indirect approach that features provocative questions, insightful listening, and in-depth conversations, the results are more spontaneous and enlightening. This book equips sales and marketing professionals with:

- \* The keys to solving the mystery of how customer decisions are really made
- \* Twelve real-world case studies illustrating how emotional-trigger research solved many of the most pressing sales/marketing challenges companies confront
- \* Twelve universal sales/marketing lessons revealed through emotional-trigger research and how to apply those lessons to diverse industries

*Why Customers Really Buy* reveals how customers emotionally connect with a product or service, and goes to the very root of how to craft winning solutions to reach them.

About the Author Linda Goodman and Michelle Helin are independent business consultants who have served as senior sales and marketing officers for Fortune 500 corporations within the hospitality, entertainment, and retail sectors. Their clients, located in the United States and around the world, represent diverse industries and range from leading global corporations to entrepreneurial start-ups, including Lucent Technology, Schlumberger LTD, GE Corporation, Compaq Computer, Omnicom Group Inc., Staples, Tribe Pictures, and Disney. They have led seminars, developed workshops, and given speeches on a variety of sales and marketing topics. Goodman's business, LG Associates, is based in Avon, Connecticut. Helin's company, Michelle Helin LLC, is based in Houston, Texas.