

The Science of Seduction: Experiential Selling in the 21st Century

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No self respecting sales person “sells” anything anymore!

“What?” you say? Listen, I know from personal experience that I don’t like to be “sold,” but I sure like to buy what I want!

I am a lot like my friend Harry McCormick. Harry is a well known legal expert in the timeshare industry, and he recently bought a new car. When he called his wife to tell her what he had decided to buy, he couldn’t tell her the horsepower, head room, trunk dimensions, or the 0 to 60 acceleration. He simply “wanted” this particular car.

Steve Pentland, another friend and timeshare industry veteran, recently bought a new washer and dryer. While he was talking facts and figures with the salesperson, his wife proceeded to find the one she “wanted.” While the one she identified wasn’t necessarily the best in any category, it was the one she “wanted.” Guess which one Steve bought!

The Science of Seduction

Just like Harry and Steve, consumers around the world buy on emotion. Resorts that harness emotion during the sale perform at a higher level. Let’s call this process of creating the “want” emotion during the tour the “Science of Seduction.” High performing salespeople “seduce” their customers and make them “want” the product. Once they want it, they will buy it, without sales pressure.

How do we use the Science of Seduction to bring the consumer to the point they “want” our product? While there are many parts to The Science of Seduction, let’s focus on just four:

- 1) “Sophisticate” the sale,
- 2) Moments never to be forgotten,
- 3) Personalize the Presentation, and
- 4) Take control.

Sophisticate the Sale

Sophisticate isn't a real word. But it adequately describes what is needed to improve our sales. While most organization's sales process work well, a little sophistication to better match the sales process to today's consumer increases sales. Few organizations have taken the sales process into the 21st Century. The correct technology combined with 21st Century sales methods and proactive consulting increase top line sales an average of 20%! This increase to revenue drops directly to the bottom line and can double profits!

A sophisticated sales system engages the consumer in the experience of the sale through a personalized and emotional pitch. Concepts, products, services, and their benefit and value are clearly and consistently presented. A sales system that uses The Science of Seduction helps the consumer visualize themselves as an owner/member, and create the right emotions to close more sales.

WARNING: While technology plays an important role in the Science of Seduction, don't think a quick fix and one time technology project will make the difference. Do-it-yourself projects and many Interactive Sales Presentations (ISP) have historically fallen short as these are short term, and organizations allow technology to actually get in the way of the sale. Choose a business partner focused on using technology appropriately to create the Science of Seduction. Look for a proven long term track record. Then, have your partner back it up with a guarantee. A guarantee not only ensures a successful investment, but also a successful partnership!

Moments Never to be Forgotten

The consumer should "experience" a timeshare sale. It should be memorable, emotional, uplifting, professional, and unique. As you review your sales pitch, look for ways the consumer can be involved and engaged. Make the sales pitch an entertaining and a memorable experience.

Many consumers attending tours have been on a tour before with a competitor. If your sales process is more engaging, the propensity to buy your product rather than that of a competitor increases. An engaged person is a seduced person!

Personalize the Pitch

I am sure Harry had a vision of himself in his new car. Steve's wife could easily see the washer and dryer in her home. This visualization of themselves as an owner/member is also important in the timeshare sale.

High performing salespeople are able to effectively personalize the sales presentation for their guest. Why else do we do Discovery? Thankfully, we can use the 21st Century sales system available to personalize the presentation for our guests. They literally begin to picture themselves using our product, and if they like

what they see they will “want” it. A personalized presentation is another key part of The Science of Seduction.

Take Control

Believe it or not, most sales organizations don’t know what is being said on the sales table! Some are even afraid to know!

It is time for management to take control. Think for a moment the possible legal, financial, brand & reputation exposure possible from misrepresentation during the sales process!

21st Century sales organizations use sales systems to make the sales pitch consistent with company standards and goals. Yes, I said “consistent.” Even multiple sales centers in different parts of the country can have sales pitch consistency that will increase brand value and sales results. Your competition has begun using these tools, don’t let *them* seduce *your* prospects!

Effective sales in this century are done by creating “want.” Putting a consumer in the “want” mode is called the Science of Seduction. Successful sales organizations use technology tools, 21st Century sales methods (such as the Science of Seduction) and proactive consulting to increase their sales by an average of 20%. Investigate the impact these methods and systems can have in your organization.