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# Buy Learning Process In Sales Traininig

Buy-Learning Process consists of four stages with each stage made up of two steps.

The four stages are: 1) determining a need, 2) finding the best solution, 3) committing to buy, and 4) evaluating the outcome.

For the sake of [sales management training](#), these four stages can be named Need, Learn, Buy and Value. The effective sales person will move through these stages with the buyer by personally identifying with the buyer's hopes and fears, problems and opportunities.

NEED -- What the buyer perceives as desirable, beneficial, valuable and obtained for the purpose of providing improvement in working life: savings of time and/or money, peace of mind, security, productivity, status.

Step 1: Change

Changing circumstances and requirements fosters discontent.

Step 2: Discontent

Discontent brings Need into focus, then the issue becomes: How pressing is this need? When discontent drives need to the point of being pressing, the buyer moves to the Learning stage.

LEARN -- Process of researching options, comparing possibilities, information gathering and evaluation.

Step 1: Researching

Intangible need becomes a tangible solution through process of looking at and identifying capabilities. There are the "must-have" and the "nice to have" options and capabilities, carrying different values.

Step 2: Comparison Options compared.

Consider "must haves" vs. "nice to haves" and prioritize. Major decisions are often made based on MINOR DIFFERENCES! This is a huge factor in [sales management](#) that sets the best salespeople and managers above the rest.

BUY

Step 1: Fear

Emotional, not logical, it is the buyer's reaction just before making a commitment. Bigger the purchase, the more money involved, the greater the risk, and the more likely fear will kick in.

Step 2: Commitment

Overcoming fear the buyer buys, after negotiating final details.

VALUE -- Customer asks him/herself: Did I get a good deal? Do the results match up with what I expected?

Step 1: Expectations

Immediate value expected. Buyer takes the product for a spin. (Imagine the value of key op!)

Step 2: Satisfaction

Varies over time. We can certainly increase the sense of value/satisfaction the customer perceives with good/frequent visits after install to demonstrate more features/benefits!

Enjoy greater customer satisfaction--while increasing your sales--by changing your approach to match your customers' changing perspective throughout the sale.

To help learn these skills, do yourself a huge favor and attend some [sales training courses](#).

In short, your sales team will learn how to sell based on how customers buy.

The buying process unfolds in a series of eight predictable steps that your salespeople can anticipate. Our sales training programs teach your salespeople eight easily understood sales roles that correspond directly to the steps

of the buying process. Our sales roles: Student, Doctor, Architect, Coach, Therapist, Negotiator, Teacher and Farmer, provide a disciplined, repeatable method for closing more sales, faster, while your competition wonders why they lost out.

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