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- Accessory manager
- Sales manager
- Service manager
- Other \_\_\_\_\_

Motorsport Dealer & Trade

**MDT**

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## Influence With Ease

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# Creating a customer feeding frenzy

## Four tools that make you simply irresistible

By Jeff Mowatt

I swore to myself that I would not buy anything as I walked into the carpet factory in Delhi, India. The only reason I was entering at all was because I was part of a tour group and this was the last stop. By the time I left the factory however, our busload of worn-out tourists had been transformed. We were energized, laughing and most importantly, laden with purchases. I, having sworn to myself that I wouldn't buy anything, walked out with carpet in hand and had spent over six hundred dollars. The salesman in the factory had successfully created a customer feeding frenzy.

When I speak at conventions and for

you tremendous credibility. When I bought a mountain bike at Ridley's Cycle in Calgary, it wasn't because of a brochure that described the bicycle's features. It was because the employee told me about his personal experience in test-riding a similar bike. He described his experience with such exuberance that I couldn't help but get caught-up in his enthusiasm. I ended up buying two bikes – the second for a friend who I knew would love it. No brochure can create real life excitement that stimulates an emotional buying demand the way personal stories can.

That doesn't always mean that you, the salesperson, had to actually have the

ment and feelings of trust (the emotions associated with buying). Customers love to be entertained and they generally believe what they see – especially if they're involved in the demonstration.

Before you demonstrate your product or service to your customer, first ask them if they'd like to see it in action. When they customer agrees, it's no longer a case of you selling to them, but of them buying from you. 'Nuff said.

#### 4. Tap into Fear

Fear is another powerful emotion that can result in a feeding frenzy. Tap into the customer's fears by pointing out the risks