The Catalyst … Changing People’s Minds

Jonah Berger, a great marketing mind of our time, recently published a book on the idea of changing people’s minds.

At the time of publication, I was teaching a class in Sales Management. Applying the concepts to sales, I worked up the following thoughts.

* Reduce the distance … often in the process of selling you have to move the customer a fair distance from say the current supplier to your firm. How can you reduce the distance for that decision. For instance, consider a free trial; samples; etc.
* Offer Proof… it is one thing to say something but another to offer unequivocal evidence or proof. Be the authority with the truth to back you up.
* Discuss the cost of inertia … what is the cost of doing nothing. Put the customer in a position where they really do need to make up their mind as the cost of doing nothing is high. Now instead of having no-decision as a position, the field is narrowed to you and the competitor
* Be the authority… for years IBM was considered the authority in main frame computing. And you could never make a mistake by going with IBM…

Just ideas to consider based upon the key thoughts presented in the book Catalyst, by Jonah Berger, March 2020

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