

We Buy with Emotion, Then Justify with Logic

written by Vicky Barry | August 26, 2023



The Art of Persuasion in Sales.

“People don’t buy for logical reasons. They buy for emotional reasons.” –

Zig Ziglar

In the intricate dance of sales, understanding the psychology of the buyer is paramount. Time and again, studies and real-world experiences have shown that emotion, rather than cold hard facts, drives purchasing decisions. But once that emotional trigger is pulled, the brain seeks to [rationalize the choice with logic](#). This delicate balance between heart and mind is where the magic happens, and where SellingLane’s Menu Selling System shines.

The Emotional Drive: Tapping into the Heart of the Buyer

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.” –

Peter Drucker

Every purchase, whether it’s a pack of gum or a luxury car, is driven by emotion. It could be the desire for pleasure, the need to avoid pain, the drive to feel secure, or the wish to be admired. These emotions are powerful motivators, often overriding logical considerations like price or features.

For instance, why do people buy high-end brands when similar products are available for less? It’s the emotional payoff – the feeling of prestige, the status symbol, or the personal reward for a job well done.

The Logical Justification: Making Peace with the Mind

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.” –

Leo Burnett

Once the emotional decision to buy is made, the brain steps in to justify the choice. This is where features, benefits, and value propositions come into play. The buyer seeks reasons to validate their emotional decision, to ensure they've made the right choice.

This is where a tool like SellingLane's Menu Selling System becomes invaluable. By presenting options in a clear, logical format, it provides the buyer with the rational justification they need. They can see the value, understand the benefits, and feel confident in their decision.

SellingLane's Menu Selling System: Bridging Emotion and Logic

“Sell the problem you solve. Not the product.”

The Bard Dad from the site Barddad.com

The brilliance of the Menu Selling System lies in its ability to cater to both the emotional and logical aspects of buying. By presenting options in a menu format, it taps into the buyer's desire for choice and control, an emotional need. At the same time, the clear presentation of features and benefits provides the logical justification required.

Moreover, the system's interactive nature encourages engagement, allowing the buyer to explore, compare, and customize, further enhancing the emotional connection while providing logical reasons for every choice made.

The Power of Storytelling in Sales

“Stories are the single most powerful weapon in a leader's arsenal.” –

Howard Gardner

One of the most effective ways to tap into a buyer's emotions is through storytelling. By weaving a narrative around a product or service, salespeople can create a connection, evoke emotions, and make the offering more memorable.

SellingLane's Menu Selling System can be integrated into this narrative, providing a logical structure to the emotional story. It's not just about presenting options; it's about crafting a journey that resonates with the buyer, making them the hero of their own story.

Final Thoughts: Mastering the Art of Emotional Selling

"Don't find customers for your products, find products for your customers." –

Seth Godin

In the world of sales, understanding and leveraging the interplay between emotion and logic is crucial. By tapping into the emotional drivers of a purchase and then providing the logical justification, salespeople can create a powerful, persuasive narrative that resonates with buyers.

With tools like SellingLane's Menu Selling System, this balance between heart and mind becomes easier to achieve, leading to more successful sales and satisfied customers.



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