



## The Customer's 12 Buying Drives

These are the psychological triggers that motivate people to buy

*\*Please use them ethically and with the greatest of integrity*

1. **PAIN/PLEASURE** – An urge to move away from pain (a problem, discomfort or misery) and move towards pleasure (a feeling of happiness, satisfaction and enjoyment)
2. **DESIRE** – A strong feeling of wanting something or wishing for something to happen
3. **TRUST** – A firm belief in the reliability, truth or ability of someone and/or something
4. **NEW** – An urge for the latest, most up-to-date, newly discovered, for the first-time
5. **CURIOSITY** – A strong desire to know about or learn about something
6. **BARGAIN** – An urge for something offered more cheaply than is usual or expected
7. **REACTION & RELEVANCE** – A thought, feeling, decision or action based on recent events, popular culture or importance
8. **GREED** – An intense and selfish desire for something
9. **POSITIVE EXPECTANCY** – Thinking or hoping that something good will happen
10. **THIRD-PARTY FACTS** – Something that is known or proved by another person or group
11. **SIGNIFICANCE** – Important enough to be worthy of attention
12. **INCLUSION** – Contains all items and services to make whole and meet expectation and requirement

**ACTION:** Use this cheat sheet to review how many of the 12 Buying Drives your current marketing activities “talks” to. If you want to attract more customers, you must appeal to as many of their Buying Drives as possible within the context of your product/service offers

*“People buy not for logical reasons but for emotional reasons”*

