



OLLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY



Sales
Professionals
Network

Better the buyer you know!

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Outline

Regulatory Focus?

Goals

Regulatory Fit

What's your Buyer's Persona



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Regulatory Focus

Promotion Focus (Wants):

Gain focus (gains vs non-gains)

Prevention Focus (Needs):

Loss focus (loss vs non-loss)

*Is your consumer looking to **get an edge** and **experience something new** or are they concerned with **protecting themselves**?*



	Prevention-focused (Need)	Promotion-focused (Want)
Goal is to...	protect, renew the status quo	improve upon the status quo
Achieving your goal will feel...	satisfying, complete	exciting, fun
Missing your goal will feel...	worrying, unsettling	boring, useless
Options are ...	aversive	attractive, even if not chosen
Information-seeking motive	vigilance	interest
Price sensitive?	more*	less

My new colleagues are whizzes with technology, I need to catch up or ...

AI is going to be the next big thing, if I can get ahead on it ...

Regulatory Fit



The **HOW** *fits* the **WHY**

Regulatory fit is memorable and positive – just right, “clicks”

Clashes between means and motivation are jarring, unsettling

How can we improve fit?

	Prevention-focused (Need)	Promotion-focused (Want)
Fit with brand messaging	comforting, serious, loss-framing	exciting, fun, gain-framing
Fit with the style of message delivery	vigilant	eager
Fit with a product	defend against threats, maintain security, and avoid losses	opportunities to grow, advance, and approach gains
Fit with the retail environment	scientific, pharmacies, ordered	artistic, boutique clothing stores, chaotic, sensual
Fit with the process of reaching a position	satisficing (enough is enough), stick with known	optimizing (I want the best), explore the unknown



Our product has been shown to reduce the risk of cardiac events.

Our product makes you feel great! Experience a new you!





2. Persona's Goals

Define a few core goals this persona you will be selling to must achieve.

1. Persona

- Name some ideal customers who are representative of one customer persona.
- If you can't name them, describe them: what have they got in common?

4. Your Solution / Value Proposition

List a few key solution / value proposition offerings that *your* offering brings to bear.

3. Pain Points

List the main pain points that the persona is suffering from today

Try this thought experiment:

- If your offering did not exist what pain would the persona suffer from?

6. Proof Point or Customer Quote

Write down a compelling proof point that your offerings match the benefits sought
OR
a customer quote that can be backed up with evidence or a reference call.

5. Feature Mapping

- How do your offerings (platform, product, or services), capabilities or content map to the desired solution proposition?
- How do these map onto the benefits that your customer persona is seeking to take their pain away?



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Points to Ponder

Do you work best when selling products or services that speak to promotion-focused customers or prevention-focused customers?

What about sales staff who report to you?

Do your sales staff know how to generate regulatory fit with their buyers, especially if the buyers typically have a different focus (dealing with finance or safety professionals)?

How might you use regulatory focus theory in hiring sales people or seeking a new opportunity in sales?





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Selling for Founders

Micro-credential at University of Galway

This Micro-credential will help you to become proficient in founder selling: communicating your vision for your product/service and understanding how others may value your new offering.

- Are you a new business founder with a great product or service idea, but you don't know who to sell to or how to sell it?
- Are you an established business owner and working on a new product or service to bring to market and need to revisit your customer pipeline and sales strategy?
- Are you a creative professional Solopreneur with a passion for creativity but no sales experience or not enough customers?

Click [here](#) for our podcast on Selling for Founders

Research shows that founder selling is critical to new venture development. Yet, entrepreneurs are often unprepared for this challenge. By the end of this course students will have a sales strategy for their business to elevate their sales journey.



Course Facts

ECTS: 5

NFQ Level: 9

Duration: 8 weeks, part-time

Mode of study: Blended learning

Fees: €650*

Start date: January 10th, 2024

Application Closing Date: Nov 24th

The mode of study for this module is Blended. Assessment will be carried out on



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Thank you

*Thanks to Diana and the SPN for the opportunity
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