

Ollscoil na Gaillimhe UNIVERSITY OF GALWAY



Better the buyer you know!

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Outline

Regulatory Focus? Goals Regulatory Fit What's your Buyer's Persona





Regulatory Focus

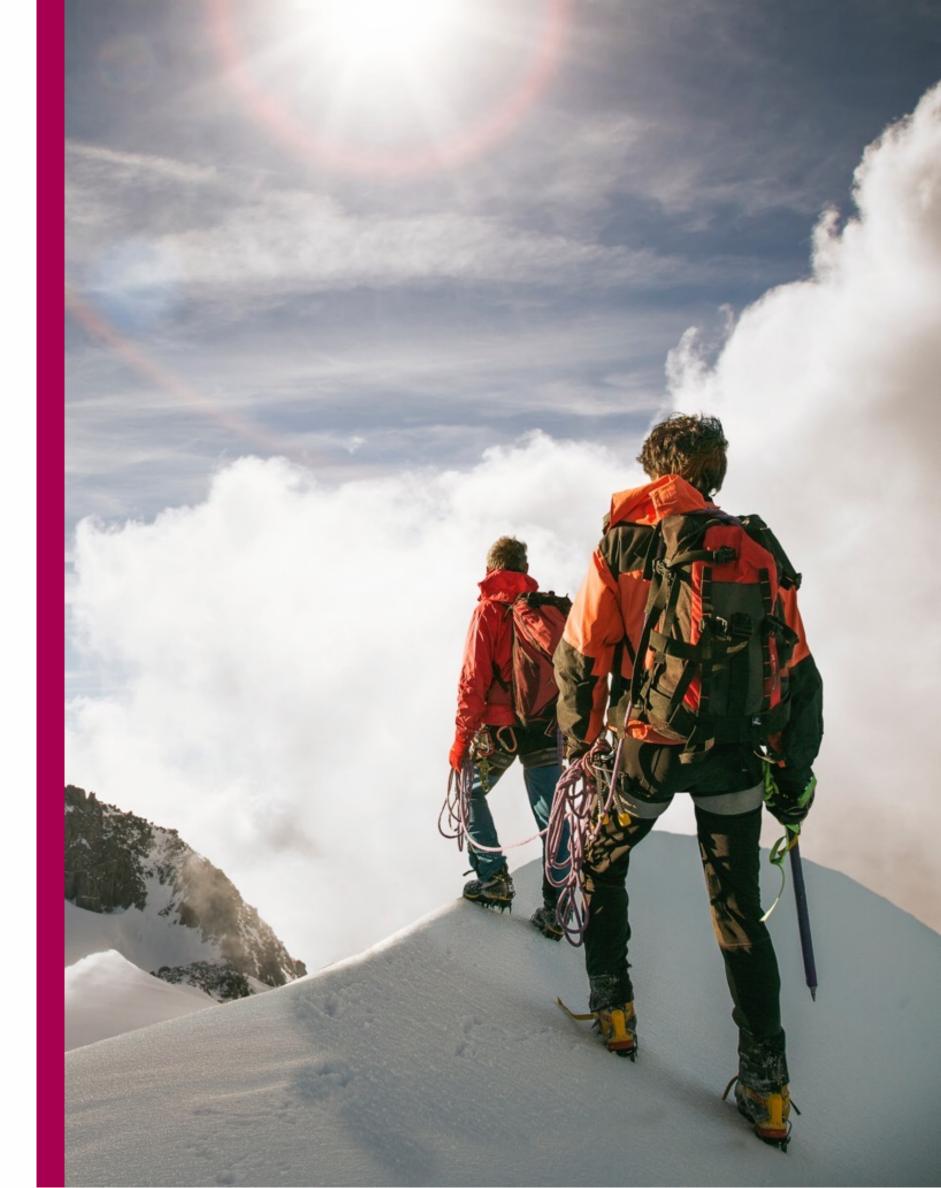
Promotion Focus (Wants):

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		Al 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!		

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2. Persona's Goals

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

3. Pain Points

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

Try this thought experiment:

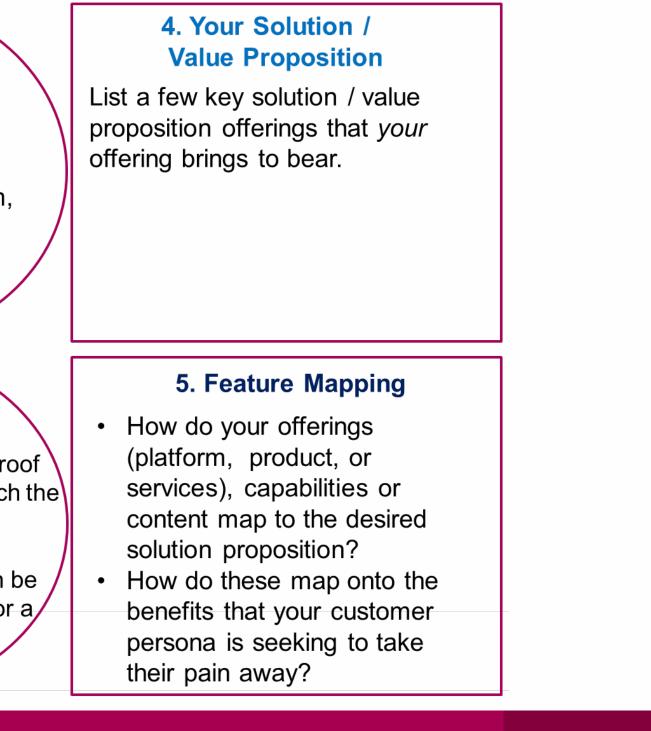
 If your offering did not exist what pain would the persona suffer from? 1. Persona

- 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?

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.



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Points to Ponder

Do you work best when selling products or services that speak to promotion-focused customers or preventionfocused 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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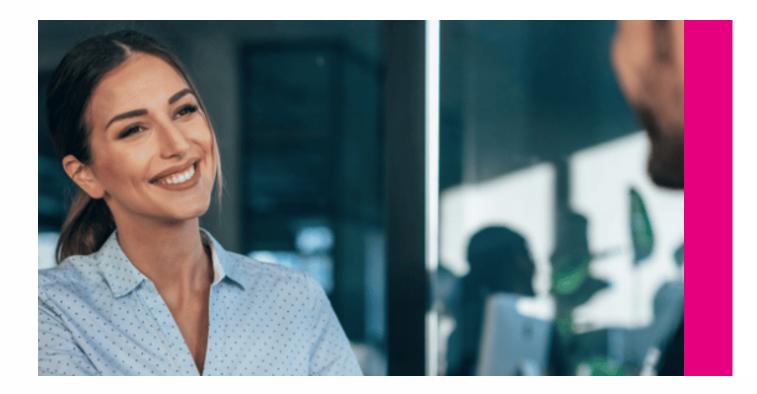
Click here for our podcast on Selling for Founders

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.

- who to sell to or how to sell it?
- experience or not enough customers?

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.



• Are you a new business founder with a great product or service idea, but you don't know

• 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

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 Rlended Assessment will be carried out on



Thank you

Thanks to Diana and the SPN for the opportunity and support

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