

Removing Emotional Barriers that Stop People from Purchasing Your Services

by Marc Aronson

Often an emotional barrier prevents consumers from purchasing a service when it is in their best interest to do so. One of the advantages of conducting surveys is that it allows a business to locate and remove these barriers. Knowing how to remove emotional barriers can generate a competitive advantage.

This problem is no more prevalent than in the field of medicine. For example, how many lives might be saved if more people regularly had cancer screenings? Imagine being able to remove emotional barriers and cause people's procrastination and fear to be significantly reduced. This can actually be achieved through well thought out emotional attitude surveys and effective utilization of their results in promotion. The following example of a furniture business in New York City illustrates how this works

Several years ago, New York's retail furniture sales would plummet between Thanksgiving and Christmas. Early surveys we conducted revealed that people did not want to shop for themselves during the holidays. Another study determined that the emotional attitude people had toward purchasing goods for themselves during the holiday season ranged between grief and fear. People felt that Christmas had become over-commercialized and was not the same as it used to be. We understood that anger, a slightly more positive emotion, arouses response from consumers feeling grief or fear. As a result, we developed a campaign surrounding the emotion of anger and voiced just what people said they believed about shopping at Christmas.

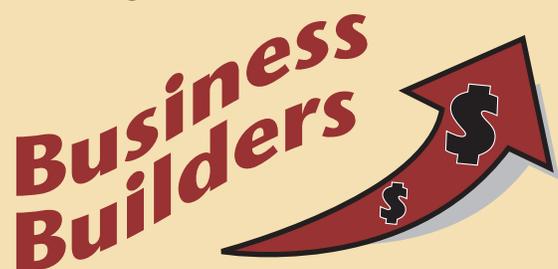
This campaign was labeled the Infamous Scrooge Campaign. Homeless individuals were hired off the street and dressed like Scrooge. Loud speakers targeting crowded sidewalks in front of our Manhattan showrooms were set up and the Scrooges were told to parade about the showroom windows

exclaiming into microphones, "Bah humbug, Christmas has become over commercialized. It's not the same as it used to be!"

The ensuing campaign generated immediate results. TV stations and newspapers, being their employees shared similar emotional attitudes toward shopping during the holidays, were instantly attracted. One by one they arrived at the main showroom on the east side of Manhattan and filmed our Scrooge. It was all over town... on television, in the newspapers. Everywhere people were talking about it. As a result, sales skyrocketed to the highest they had ever been regardless of the time of year and remained strong right through Christmas.

You can learn how to uncover emotional attitudes toward the purchase of a product or service and achieve similar results. The surveyor asks a question, observes how the individual responds and notes the observation.

A surveyor requires extensive training to correctly determine emotional responses. Likewise, knowing how to use the results uncovered through this method requires expertise. Business Builders employs these techniques when there is substantial benefit to be gained.



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