

# The Power of Metaphor

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Sales metaphors are concepts derived from non-sales situations that can provide insight into the selling process. Metaphors are powerful and effective teachers for many reasons. They challenge our minds to apply their lessons from many angles. They are vivid and memorable and engage more of our senses than an intellectual distillation of an idea. They do not address the logical mind and are less exposed to critical analysis. Here is the third of five of my most useful sales metaphors.

## 3. The Game Show Host

The most important time to have the buyer at a high emotional level of excitement is immediately before you execute your closing sequence. This is when you want the logical mind to feel smug and satisfied with the information it has gathered while the emotional mind whips itself into a frenzy of positive anticipation. This can be done when you recap the benefits they acknowledged in your need explication process.

A useful metaphor for understanding this idea is the typical television game show. Onstage a gregarious, outgoing host, representing the buyer's emotional mind, maintains the excitement and sparkle of the show. Offstage the unseen judge or referee, which represents the buyer's logical mind, validates the contestant's (salesperson's) responses.

In selling to the emotions, this is the situation you want to maintain. Keep the emotional mind onstage, eagerly anticipating the enjoyment the buyer will experience from owning the product. Keep the logical mind offstage simply verifying your ability to deliver the stated benefit. The goal is to keep the judge silent so that you do not have to deal with the logical mind's propensity for delaying action while it contemplates details.

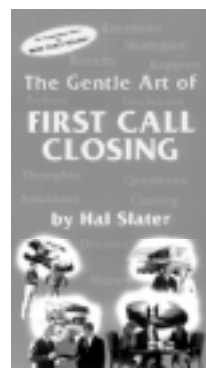
There is a specific sequence you can use to create this situation between the logical and emotional minds. Recalling the difference between features and benefits, features support benefits by giving a product certain qualities. Benefits increase the enjoyment of life in some way that must be experienced by the emotions. Therefore, features support benefits that create emotions.

Use this knowledge when you structure your message to your buyer. You can bring the emotional mind to the forefront first by opening with the promise of an emotion which you support with a benefit that would logically accrue from a feature. Emotion-Benefit-Feature, try it yourself.

*"You'll love the impact this has on people, you will really see them respond because you are targeting their natural internal pattern."* vs.

*"Because you are targeting a naturally occurring pattern you will really see people respond. You'll love the impact this has."*

Which has the greatest impact on you? Most people will say the first sentence. That is because by promising an emotion first, you are making this an issue to be dealt with in the realm of emotion. Since it is important, the logical mind is involved but relegated to a secondary role, simply validating your claims rather than evaluating them.



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Prepare yourself to acquire this linguistic habit by making a list of your product's features. Beside that list make a list of the benefits those features support and next to that, list the emotions that are enjoyed when a person experiences the benefit, as in the following example.

FEATURE	BENEFIT	EMOTION
targeted pattern	see response	love impact

Once you have created as complete a list as possible, without splitting hairs too badly, reorganize the list so that emotions are on the left and features on the right with benefits remaining in the middle, as in the following example:

EMOTION	BENEFIT	FEATURE
love impact	see response	targeted pattern

Use these lists to prompt you in creating high impact statements to use in your review of benefits at the beginning of your closing sequence

Emotions, and our memories of them, are all that we really have in life. We may pursue material pleasures, but it is the emotions associated with those pleasures that we seek. Thus, when you sell to the emotions, you are talking the bottom line. The buyer requires less mental processing to grasp the value of what you are selling. The easier it is for the buyers to feel the benefits they will receive from your product, the more likely they are to buy from you.