



25 Emotional Buying Triggers

By Denise Oyston and Sharon Newey

Dear Fellow Business Owner!

We are human beings that are driven emotionally. The fact is we make buying decisions emotionally and then justify them logically. Think of your own buying behaviours and you will know that's true?

Today we want to share with you 25 key emotional triggers that help people make that buying decision.

How many of them are you using in your marketing and sales? We recorded a podcast on this exact subject and it is on our website with the usual transcription. Click the link below and it will download for you.

[Click here](#)

Best wishes,

Denise and Sharon

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25 Emotional Buying Triggers.....Use These and Sales Will Increase

- Be Sociable
- Express Creativity
- Be Efficient
- Protect Oneself and Family
- Protect the Future of a Family
- Be a Good Parent
- Be Liked
- Be Loved
- Express a Personality
- Be In Fashion
- Avoid Embarrassment
- Fulfill a Fantasy
- Be Up To Date
- Own Attractive Things
- Collect Valuable Things
- Satisfy The Ego
- Be Beautiful
- Be First At Something
- Enjoy Exotic Tastes
- Live In A Clean Atmosphere
- Be Strong
- Be Healthy
- Get Rid of Aches And Pains
- Find New And Rare Things

ABOUT US



The Super Fast Recruitment team is different to most marketing companies that help recruitment business owners get more candidates and clients. Our background is sales and marketing. In fact we have spent many years building sales teams and working with recruiters on a different side of the fence. This gives us a real appreciation of the vital role that recruiters play in the current marketplace and how we can help them transform their business growth.

What we deliver:

Marketing; consultancy, services and education. This assists recruitment companies to attract more candidates, clients and talent consistently. Here is a small selection of what this can achieve for your organisation.

- Increases the number of visitors to your online presence
- Creates engagement with candidates and clients
- Increases the number of warm leads flowing into your business
- Brands you as an authority in your sector
- Helps you to create more profit in your business

Why us?

We have launched brands and products that have turned over £350 million in revenue. We have a combined successful track record in sales and marketing of over 50+ years. We can demonstrate consistent results in the services we provide. We have personally delivered sales and marketing training to over 6000 people globally. Over 250,000 have read our sales and marketing content on line (excluding what we have written for our clients☺).

How we work?

We call ourselves a 'boutique' agency. For us, that means that we work with a smaller number of clients where we strive to provide an exceptional and personal service. We provide marketing consultancy, services and education in the online arena that generates a ROI for our clients.

Our Results

We have been analysing our own data recently. The ROI on the services we provide varies according to the level of investment that clients make. Our current ratio is > 5:1.

Want to get in touch?

If you have read this far we sense you are interested. We may or may not be a fit and a match for you and your recruitment organisation the only way to know is to have a conversation.

You can contact us in a number of ways.

support@superfastrecruitment.co.uk

Our office: 0845 257 0073

Denise Mobile: 07919593516

Sharon Mobile: 07887 717294

Skype: deniseoyston or s.newey

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