

# Why People Buy Boats

By Don Cooper, The Sales Heretic™



If you want to increase your sales, it helps to understand why people buy things in general and boats in particular. The more you know about a prospect's motivation, the more effectively you can position your boat.

Be aware that I'm not talking about features. When determining why people buy, **features are irrelevant**. Because when a person buys a boat (or any other product or service for that matter), the purchase is merely a means to an end. It's the "end" you're interested in, and that varies from person to person and from situation to situation.

So why do people buy the things they buy? Lots of reasons. Here are a few. People buy to:

- satisfy a basic survival need
- make their life easier
- make their job easier
- save money
- make money
- save time
- eliminate problems
- improve their safety
- reduce risk
- educate themselves
- improve their health
- enhance their image or appearance
- overcome their fears
- boost their confidence
- feel loved
- express emotions

- gain approval
- satisfy their curiosity
- prove they're right
- gain an advantage over competitors
- beautify their surroundings
- avoid unpleasant work
- create better results
- ensure their children's success
- take care of loved ones

More specifically for us, why do people buy **boats**? Again, lots of reasons. People buy boats to:

- impress others
- gain social acceptance
- stand out from the crowd
- have fun
- create memories
- feel a sense of freedom
- improve their quality of life
- feel better about themselves
- outdo others
- strengthen relationships with friends and/or family

Note that while the shorter list of reasons applies to boats, the longer list above applies to many of the accessories and services you can also sell to your prospect:

- Parents will buy top-of-the-line safety gear for their children.
- An extended warranty reduces risk.
- People buy new fishing equipment hoping it will result in catching more fish.
- A service or maintenance agreement enables owners to avoid unpleasant work.

- Storing their boat at your marina saves time and makes their life easier.

Now, here are some questions for **you** to answer: Using the above lists as a guide, why do people buy your boats, motors, accessories and services? How can you incorporate those reasons into your marketing? And how can you highlight those reasons in your sales presentation?

Most companies and salespeople are too fixated on the features of their offerings, resulting in a disconnect with buyers. When you focus instead on the **real** reasons people buy, both your marketing and sales efforts will be far more effective.

*Don Cooper—The Sales Heretic™—is an internationally-acclaimed sales expert specializing in the marine industry. He conducts seminars, trains sales teams and speaks at annual dealer meetings and industry conferences.*



*His most popular programs include:*

- **The Future of Selling:** How to be a marine sales leader in the 21<sup>st</sup> century
- **The Myth of Price:** Why you should charge more and how to do it
- **Navigating Your Way to the Close:** How to make the hardest part of the sale easy
- **Best in Show:** How to boost your boat show sales

*For information about booking Don to speak to your group, call 303-832-4248 or e-mail [Don@DonCooper.com](mailto:Don@DonCooper.com). You can also find free articles, tips and other sales-boosting resources at [www.DonCooper.com](http://www.DonCooper.com).*