

# Eliminate Buying Obstacles



WIN CLIENTS EASIER BY  
REMOVING THE 6 BLOCKS  
THAT STOP PEOPLE BUYING



## Eliminate the Buying Obstacles

### → Reduce the Price Obstacle

- Could you make your product/service easier to buy?

### → Reduce the Access Obstacle

- Could you make your product/service easier to find?

### → Reduce the Alternatives Obstacle

- Could you decrease the choices for your buyer?

### → Reduce the Effort Obstacle

- Could you make your product/service easier to use?

### → Reduce the Risk Obstacle

- Could you make it safer /less dangerous to buy or use?

### → Reduce Buyer Procrastination

- Could you make it easier for them to buy now?



## ELIMINATE BUYING OBSTACLES ACTION GUIDE – © 2012 James I. Bond

✓	OBSTACLE	HOW TO SOLVE THIS OBSTACLE?
<input checked="" type="checkbox"/>	<b><u>Reduce the Price Obstacle</u></b> <input type="checkbox"/> Radically Reduce Price <input type="checkbox"/> Variable Pricing or Auction <input type="checkbox"/> Price Guarantee <input type="checkbox"/> Warehouse Pricing <input type="checkbox"/> Buy Direct From Manufacturer <input type="checkbox"/> Easy Payments or Leasing	
<input type="checkbox"/>	<b><u>Reduce the Access Obstacle</u></b> <input type="checkbox"/> Vending Machines <input type="checkbox"/> Kiosks or Carts or Trucks <input type="checkbox"/> Hours and Days Available <input type="checkbox"/> Delivery Including Same Day <input type="checkbox"/> Internet or Toll-Free Number <input type="checkbox"/> Locations <input type="checkbox"/> Franchises or Licenses	
<input type="checkbox"/>	<b><u>Reduce the Alternatives Obstacle</u></b> <input type="checkbox"/> Free Trial <input type="checkbox"/> Location <input type="checkbox"/> Display Case <input type="checkbox"/> Be First or Be On Top	
<input type="checkbox"/>	<b><u>Reduce the Effort Obstacle</u></b> <input type="checkbox"/> Internet Access <input type="checkbox"/> Fast Delivery <input type="checkbox"/> Easy Installation <input type="checkbox"/> Sales Leaders or Enticing Offer <input type="checkbox"/> Be First or Be On Top	
<input type="checkbox"/>	<b><u>Reduce the Risk Obstacle</u></b> <input type="checkbox"/> Certification <input type="checkbox"/> Association or Affiliation <input type="checkbox"/> Franchise or License <input type="checkbox"/> Testimonials <input type="checkbox"/> Try-Before-You-Buy <input type="checkbox"/> Guarantee	
<input type="checkbox"/>	<b><u>Reduce the Procrastination Obstacle</u></b> <input type="checkbox"/> Not the Real Decision Maker <input type="checkbox"/> Hidden Objection or Concern <input type="checkbox"/> Not Convinced <input type="checkbox"/> Afraid to Make a Bad Decision	