

# **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 type="checkbox"/>	<u><b>Reduce the Price Obstacle</b></u> <ul style="list-style-type: none"> <li><input type="checkbox"/> Radically Reduce Price</li> <li><input type="checkbox"/> Variable Pricing or Auction</li> <li><input type="checkbox"/> Price Guarantee</li> <li><input type="checkbox"/> Warehouse Pricing</li> <li><input type="checkbox"/> Buy Direct From Manufacturer</li> <li><input type="checkbox"/> Easy Payments or Leasing</li> </ul>	
<input type="checkbox"/>	<u><b>Reduce the Access Obstacle</b></u> <ul style="list-style-type: none"> <li><input type="checkbox"/> Vending Machines</li> <li><input type="checkbox"/> Kiosks or Carts or Trucks</li> <li><input type="checkbox"/> Hours and Days Available</li> <li><input type="checkbox"/> Delivery Including Same Day</li> <li><input type="checkbox"/> Internet or Toll-Free Number</li> <li><input type="checkbox"/> Locations</li> <li><input type="checkbox"/> Franchises or Licenses</li> </ul>	
<input type="checkbox"/>	<u><b>Reduce the Alternatives Obstacle</b></u> <ul style="list-style-type: none"> <li><input type="checkbox"/> Free Trial</li> <li><input type="checkbox"/> Location</li> <li><input type="checkbox"/> Display Case</li> <li><input type="checkbox"/> Be First or Be On Top</li> </ul>	
<input type="checkbox"/>	<u><b>Reduce the Effort Obstacle</b></u> <ul style="list-style-type: none"> <li><input type="checkbox"/> Internet Access</li> <li><input type="checkbox"/> Fast Delivery</li> <li><input type="checkbox"/> Easy Installation</li> <li><input type="checkbox"/> Sales Leaders or Enticing Offer</li> <li><input type="checkbox"/> Be First or Be On Top</li> </ul>	
<input type="checkbox"/>	<u><b>Reduce the Risk Obstacle</b></u> <ul style="list-style-type: none"> <li><input type="checkbox"/> Certification</li> <li><input type="checkbox"/> Association or Affiliation</li> <li><input type="checkbox"/> Franchise or License</li> <li><input type="checkbox"/> Testimonials</li> <li><input type="checkbox"/> Try-Before-You-Buy</li> <li><input type="checkbox"/> Guarantee</li> </ul>	
<input type="checkbox"/>	<u><b>Reduce the Procrastination Obstacle</b></u> <ul style="list-style-type: none"> <li><input type="checkbox"/> Not the Real Decision Maker</li> <li><input type="checkbox"/> Hidden Objection or Concern</li> <li><input type="checkbox"/> Not Convinced</li> <li><input type="checkbox"/> Afraid to Make a Bad Decision</li> </ul>	