

The Psychology of the American Buyer

Why Americans Say Yes,
Why Americans Say No,
& How to Build Trust Across Borders

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Have you ever been frustrated
working with an American buyer?



It's ok to be honest here...

Symptoms?
Diagnosis?
Prescription?

Kendall Bonner MD
Family Medicine



#1

Symptom:

Have you ever wondered why American buyers say “No”?

NO



MOVE FORWARD



PROGRESS



SUCCEED



BLOCKED

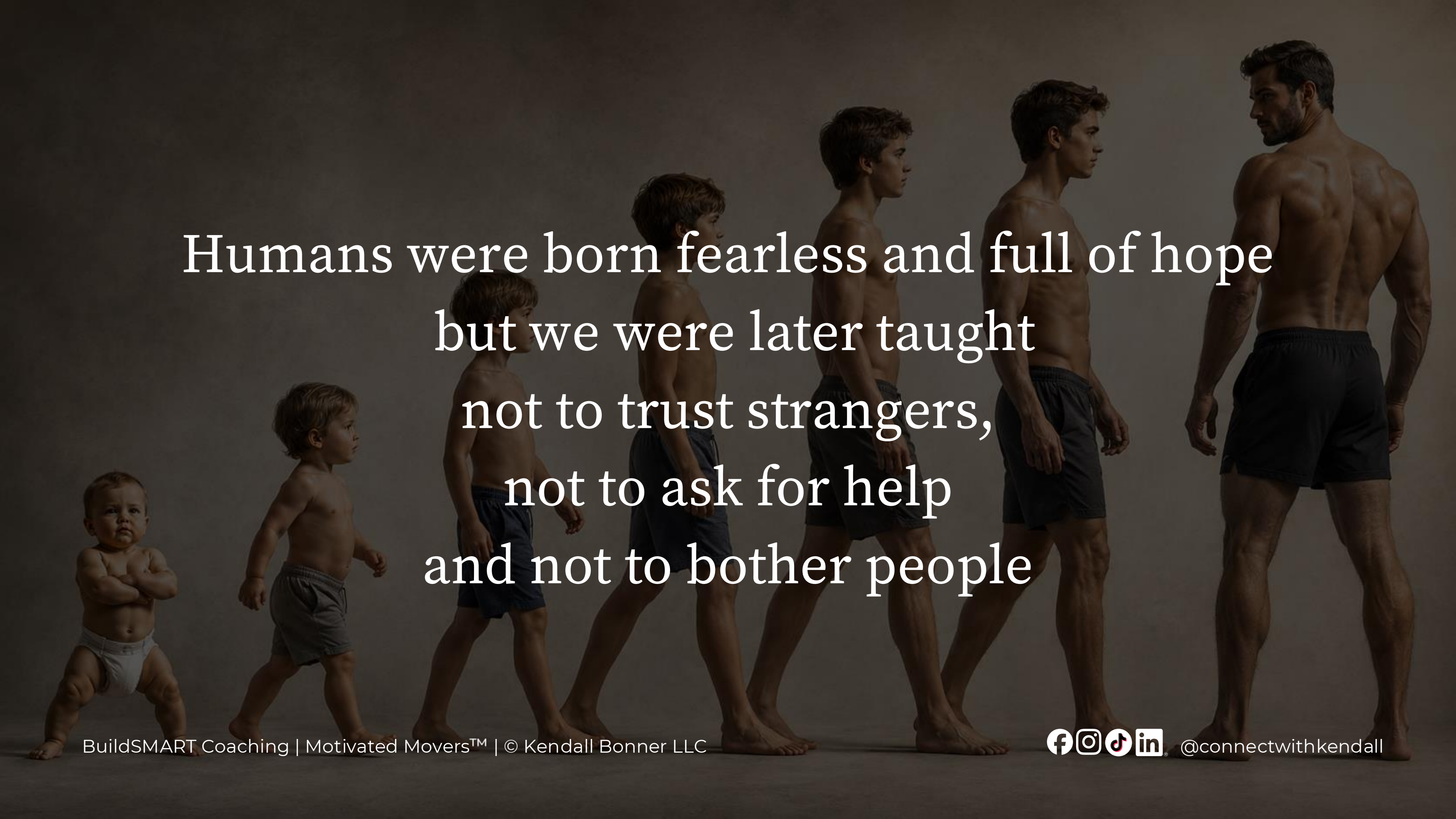


STALLED



REJECTED





Humans were born fearless and full of hope
but we were later taught
not to trust strangers,
not to ask for help
and not to bother people



“Can I help you find anything?”

Transforming technology.
Enriching lives.

Top Deals.
Great Prices.

Rx

Date: _____

Patient Name: _____

Address: _____

Age: _____ Date of Birth: _____

#1

Medication: _____

Diagnosis:

**Why do Buyers say “no”?
It’s a reflex (not rejection)**

Directions: _____
Refills: _____

Signature: _____

A man in a dark suit and light blue shirt is sitting at a desk in an office, talking on a mobile phone. He has a concerned expression. On the desk in front of him are a laptop, a black mug, a pen, and some papers. In the background, there is a window and a framed sign on the wall that reads "CLIENTS PLANS RESULTS".

#2

Symptom:

Have you ever been working with a client and things are going great, until they're not.

A photograph of two women sitting at a restaurant table. The woman on the left has long dark hair and is wearing a white sweater and blue jeans. The woman on the right has blonde hair and is wearing a denim jacket over a white top. They are both smiling and looking at each other. The table is set with a salad, a sandwich, and glasses of water. In the background, there is a chalkboard menu with items like 'LEMON HERB CHICKEN', 'QUINOA SALAD', 'TOMATO SOUP', and 'AVOCADO TOAST'.

First, most people don't think they have any expectations.

A photograph of a woman in a white sweater pointing her finger at a young girl in a purple hoodie. They are in a bedroom with a bed, a nightstand, and a bookshelf. A framed sign on the wall says 'Dream Believe Achieve'. The woman has a serious expression, and the girl looks slightly annoyed or defensive.

Second, people have expectations and most often fail to communicate them

Rx

Date: _____

Patient Name: _____

Address: _____

Age: _____ Date of Birth: _____

#2

Medication: _____

Diagnosis:

Why do relationships break down?

Dosage: _____

Directions: _____

Unmet Expectations

Refills: _____

Signature: _____

#3

Symptom:

Why do you think they ultimately say “yes”?

Why did it work out for this one buyer but not the other?

Where this is a will, there's a way

... JUMPSTART
YOUR INCOME, YOUR LIFE,
YOUR SUCCESS

MAYBE!?!?!?

DARREN HARDY

Publisher of *SUCCESS* magazine

LEADERSHIP
INNOVATION
GROWTH

€ 100 Euros

**Walk across the
stage?**

A woman in a dark business suit and high heels is walking a tightrope stretched between two skyscrapers. She has her arms outstretched for balance. The background shows a cityscape with many other buildings under a grey, overcast sky.

€ 100 Euros

**Walk across two skysrise
buildings?**



Rx

Date: _____

Patient Name: _____

Address: _____

Age: _____ Date of Birth: _____

#3

Medication: _____

Diagnosis:

Why do Buyers say “Yes”?

Directions: _____

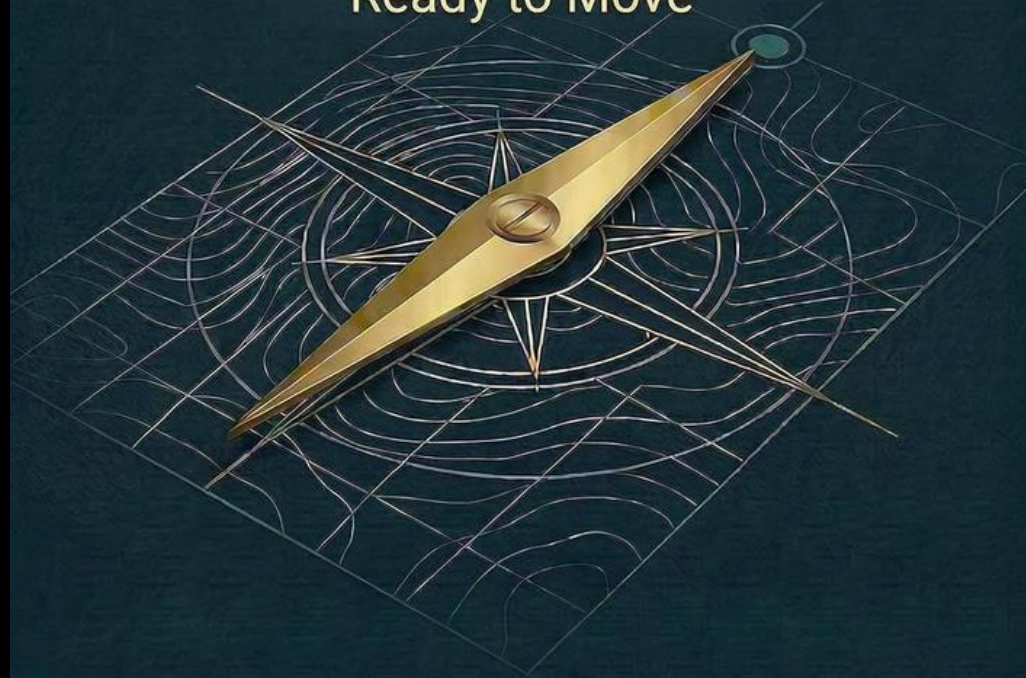
They had WHY Power!

Refills: _____

Signature: _____

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D Desk

D Dreams

D Discretionary

D Duty



Doctors cannot
write a prescription
without a diagnosis.

B

Rx

Date: _____

Patient Name: _____

1.B - Build Trust

Age: _____ Date of Birth: _____

Medication: _____

Americans don't give blind trust. Especially not when:

- they're in a foreign country
- spending significant money
- navigating unfamiliar systems
- often communicating in a second language

Age: _____

Directions: _____

Refills: _____

Signature: _____

U

Rx

Date: _____

1.U - Understand Expectations

Patient Name: _____

Address: _____

Age: _____ Date of Birth: _____

Your job is to tell them:

- What to expect from you
- What to expect from the process
- How it's different from buying in America
- What you expect from them.
- Tell them what's going to happen **BEFORE** it happens

Refills: _____

Signature: _____

Y

Rx

Date: _____

1. Know their "Y" (WhyPower)

Address: _____

Age: _____ Date of Birth: _____

What's the transition?

Medication: _____

Dosage: _____

Directions: _____

Refills: _____

- Retirement?
- Lifestyle?
- Family?
- Investment?
- Downsizing?

Signature: _____

Rx

Date: _____

Patient Name: _____

Address: _____

Age: _____ Date of Birth: _____

Medication: _____

Dosage: _____

Directions: _____

Refills: _____

BUY

1. Build Trust
2. Understand Expectations
3. Y (Why) Are They Buying?

Signature: _____



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