

# 2

REFERENCE MANUAL ▪ HUMAN MOTIVATION – THE FOUNDATION

**SUMMARY:**

This chapter begins by providing you with a clear understanding of what clients really want, making it much easier for you to speak directly to those needs. You will learn the essential principles that you must follow to successfully communicate your value to clients. This chapter also provides you with an in-depth discussion of two different models that describe human motivation. Critical to your success in applying the Solomon Method, as well as your success as a business advisor, is learning how to effectively apply these principles of human motivation to move clients into action.

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# What this Chapter Covers



- Understanding what clients really want
- Principles for success
- Basic human needs
- Maslow's Hierarchy of Needs
- How needs manifest themselves in a business situation
- Pain and Pleasure as motivators



WISDOM

## What Clients Really Want

To understand what motivates your clients it helps to begin with an understanding of what people really want. To increase your chances for a successful outcome to a sales meeting, it is essential that you really understand what your client wants to accomplish.

As you have undoubtedly observed, there are times when the people you meet with are not exactly clear about what they want. In other cases, people think they know what they want, but as you listen to them you realize they really don't have much clarity.

As professionals who are focused on providing results and value to those whom you work with, getting to the heart of what people truly want will enable you to more accurately fulfill their needs.

Getting to the heart of what people truly want enables us to more accurately fulfill their needs.