



SALES DRIVER FIELD GUIDE #03

Modern Buyer Psychology: A Field Guide

A practical way to think about buyer movement, risk and stalled deals.

The seller sees a pipeline stage. The buyer experiences uncertainty, risk, internal politics and a reason to stay exactly where they are. Diagnose that before you change the email copy.

Use this guide to:

- Understand why interest is not movement.
- Separate objections from the real source of risk.
- Choose actions that make buying easier.

Built for operators, sales leaders and reps who want fewer disconnected tools and better buyer context.

New \$99 SalesDriver Platform: B2B data, CRM, email + LinkedIn outreach, email verification, company visitor identification, personalized landing pages at scale, AI, automation and 100+ mini tools.

1. Buyers move when the cost of staying put becomes greater than the cost of changing

A good pitch does not create a deal by itself. The buyer has to believe the current state is expensive, risky or limiting enough to justify change. If the status quo still feels safer, the deal can be “interested” forever.

Ask: What happens if they do nothing for six months?

2. Risk is usually more important than excitement

Sellers focus on upside. Buyers also calculate downside: implementation risk, career risk, disruption, budget scrutiny, switching cost and the possibility that the promised result does not appear. Good selling reduces perceived risk instead of simply adding more benefits.

3. Attention is not intent

A click, visit, reply or downloaded guide is a signal. It is not proof of a buying decision. Treat signals as evidence that should change the next question, not as permission to pretend the buyer is further along than they are.

4. Personalization is memory plus relevance

“Saw you are hiring” is research. Real personalization connects what changed now with what the buyer already cares about. The best message is often not the cleverest message. It is the one that proves you understand the buyer’s situation.

5. Buyers buy inside organizations, not inboxes

One person can like you and still be unable to move the deal. Identify who owns the problem, who owns the budget, who absorbs implementation pain, who can veto the decision and who benefits personally from success.

6. Objections are evidence

An objection is not automatically something to “overcome.” It tells you where the buyer perceives risk, lacks proof or cannot create internal alignment. Record it so the next interaction can be smarter than the last one.

The buyer movement diagnostic

Dimension	Low state	High state	Best seller job
Problem clarity	Vague discomfort	Specific costly problem	Make the cost visible
Urgency	Someday	Why now is clear	Connect timing to consequences
Trust	Claims are unproven	Seller/solution feels credible	Add relevant proof
Risk	Change feels dangerous	Risk feels understood/managed	Reduce uncertainty
Alignment	One interested person	Decision group aligned	Multi-thread
Path to action	No clear internal process	Next steps and owners are clear	Make buying easier
Value	Benefits sound generic	Economic/operational value is specific	Quantify impact

Seven questions for a stalled deal

- 1 What changed inside the buyer's world since the deal began?
- 2 What is the real cost of doing nothing?
- 3 What risk is still larger in the buyer's mind than the value of change?
- 4 Who benefits from the purchase, and who absorbs the pain of implementation?
- 5 Who can quietly kill the deal without appearing in the CRM?
- 6 What proof would make the next decision easier?
- 7 What specific event would create movement from here?

Do not confuse these

Looks like	May actually be
"Need more information"	Not enough confidence to defend the decision internally
"Too expensive"	Value is unclear, risk feels high, or budget owner is unconvinced
"Bad timing"	No forcing event or internal priority
"Send a proposal"	Buyer wants something to review but is not committed to movement
"We are interested"	Interest without authority, urgency or internal alignment

The operating rule

Before changing the message, diagnose the buyer state. Before adding activity, decide what movement you are trying to create. That one discipline eliminates a surprising amount of wasted sales work.