**Change: Getting Customers to Change their Habits**

How do you get someone to change their buying behavior…or for that matter, any of their behaviors.

The research talking about there being both a rational component to change any perhaps an emotional component as well.

**Rational**

* Show the costs of inaction or not changing
* Gain change by not making it appear that the change is not too radical
* Minimize the risk associated with making the change
* Make change easy through trial
* Provide evidence and proof that the change would lead to a better outcome
* Offer a way out; a reversal if necessary

**Emotional**

* Show how others have changed successfully
* Provide a guided choice
* Show a future of inaction
* Show the importance of taking the lead
* Discuss being left behind
* Disavow the trap of loyalty

Change can be helpful in gaining market share and also in preventing others from taking your share of the market (prevent change away from you).

Things to consider as we consider the importance of change behavior.

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