

# Curiosity and Greed

## Mans two greatest stimulators

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Early in my sales career a manager told me that the two greatest sales stimulators were curiosity and greed. After over two decades in sales and sales management I would have to agree. These two things cause more people to buy more items, both useful and useless than any other stimulus that exists. These are truly the key to everyone's hot buttons. They are not bad; they are just what drive most human activity. You have seen the shopping networks explode; it is because they reach so many people and make use of one or both of these stimulators.

Have you ever came upon an accident on the roadway and everyone and their mother is pulled over or slowing down gawking to see what happened, maybe this is you. We know what is going through your mind, who is it? Are they okay? I wonder how it happened? Who caused it? Whose fault is it? Are they hurt? Well if you don't get moving someone's going to get hurt. These people create more damage by causing secondary accidents than the initial accident itself, just because of their curiosity. Hence the expression, curiosity killed the cat.

Curiosity truly seems to move more people to ask more questions than anything else. This is the reason you learn to ask questions of your potential customers. You establish the thinking process into how and why they can use a certain product. You direct their thoughts into a curious state where they move into a place of having to have something. That brings us to greed.

How about greed, do you really believe that this is not the most powerful stimulant that exists in humans? People lose millions of dollars everyday day, buying or investing in worthless items and investments because they want to get rich quick. People are losing their minds following bogus MLM's, get rich quick schemes and

Network marketing groups. I am not saying they are all bad, I have joined a few good ones. There are however some horrible ones out there. Some people become motivated, and will do anything because of greed. They gamble their paycheck, their house, their car, their family; they'll risk almost everything because of greed. People become addicted to the sensation, potential and thrill of greed.

As a professional sales person, if you can tap into the curiosity and greed of your buyers, you will be light years ahead of your competition. But, be a professional, curiosity and greed are not necessarily bad motivators; however there are bad and worthless products and services. We have all heard the phrase "Buyer Beware", I believe sales people have a responsibility to be professional and never sell products and services that truly do not bring value to the buyer and a profit to the company and sales person. Anything worth selling must always meet the needs of everyone involved, if not, don't sell it. You have heard the power of persuasion, and the art of leading your clients. It is all learning how to tap into the curiosity and greed of your buyer.

Greed is a tool that can be easily abused, and many professional sales people abuse it. However, if you truly represent products and services that satisfy your prospects wants and needs or bring new or more enjoyment to your their life and they can afford it, promote it with all the fervor that you have knowing that you have served them at your best.

Always be professional, use the power of knowledge responsibly. Learn more about the art of sales, leadership and business at <http://darrenoliverinc.com>.

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**About the Author, Darren B. Oliver:** Mr. Oliver has appeared on *Bloomberg TV* and *Business Briefs* with Walter Cronkite. His businesses and articles have been written up in *The Wall Street Journal*, *USA Today*, *Success*, *Entrepreneur*, *Money* and other national publications. In 2002, Mr. Oliver received the honor of being named *Colorado Business Man of the Year*. Thousands of clients have benefited from this information, get his new book "**Who's In Your Pocket**", available online now at <http://whosinyourpocket.net> and in book stores Fall 2007.

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