

CVH Academy

solid wisdom for stronger sales

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2nd Insights

- ✓ The three major learning types are **Aesthetic** (looking), **Tactile** (touching), and **Auditory** (hearing).
- ✓ Neuroscientists have confirmed that people process and retain information through distinctly different sensory pathways.
- ✓ The first 60 seconds with a customer often tells you which is their preferred learning type. Listen for phrases like "I love how this looks" or look for touching and handling.
- ✓ Studies show that when information is delivered in a person's preferred sensory style, retention increases by as much as 75%.
- ✓ Auditory processors represent roughly 25% of the population but are the most likely to feel unsatisfied after a purchase if they didn't receive enough verbal explanation during the sale.

Present It, Like They Learn It

Each of us has a preferred way of processing new information. The three major types are **Aesthetic**, **Tactile**, and **Auditory**. In other words, some people process information better through seeing, some through hearing, and others through touching and feeling.

The language you use should differ when presenting to each type. When speaking to the aesthetic person, use words like "see" and "look." — "See how beautiful this finish is?" or "This looks really great, doesn't it?"

The tactile person responds better to words like "feel" and action-oriented commands. — "Feel how smooth this top is." or "Just pull the drawer out and experience how easily it moves."

The auditory individual wants to hear you explain things. They'll often ask, "What makes this one better?" or "Why should I buy it from your store?" They are primarily seeking verbal validation, justification, and proof.

Understanding each shopper's preferred way of processing information is vitally important to earning their trust. If you're repeatedly using aesthetic language with a tactile person, it signals that you're working your own agenda rather than theirs. That causes them to feel like you're trying to sell them something rather than genuinely trying to help them.

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