

Human Action

A great Austrian School of economics Professor, Ludwig von Mises, wrote a treatise on economics called Human Action (ISBN 978-086597631). In his treatise he introduces a premise of what is necessary for human's to take action. His premise is comprised of the following three conditions that must occur, and in this order:

1. There must be a felt uneasiness.
2. There must be a vision of a more satisfactory state.
3. There must be a belief that through some action, the felt uneasiness can be remove or at least be alleviated.

What this is the ultimate tool to be understood and utilized by any company and its sales department for bringing about a change within their company, or their customers.

First the sales person must make the customer feel uneasy about their current state. This can be accomplished through the exploration of the customer's needs / wants / pains. Next the sales person must plant the vision of a better future state that is obtainable, and the salesperson should craft this vision around his or her company's products and services. Finally, the sales person leads the customer to their final conclusion, that through the salesperson's products and services, that their needs / wants/ pains can be reduced or eliminated.

Without a felt uneasiness, the vision of a better state, and a rational avenue for bridging these two states, a person's fear of change will prevent them from taking action.

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