

---

# Perception, assumptions and facts.

People buy on emotion and justify with logic. Here is how to make sure they walk away with the facts.

**People buy on emotion and justify with facts.  
Or more correctly, justify with logic, because  
for many people facts and logic are not the  
same thing.**

**This is another way of saying that people  
"don't buy what you do, they buy why you do  
it".**

**I talked about facts earlier, and I want to be clear on the distinction between perception, assumptions and facts, because they are often confused.**

# 1

## Perception

**The feeling you have, or decision you come to, based on your previous experience and knowledge.**

When you start the process of engaging another person in your products and services, you don't know what their perception is. One of your key tasks is to ensure that you use emotively based selling techniques to arm them with the facts, so that when they decide to go with you emotionally, they have the facts to back it up.

Remember that people you meet with don't actually know the situation. They think they know, based on their personal history.

# 2

## Assumptions

**The conclusions that people come to based on their own investigations.**

This might include going online to find out more about you, or asking others what they think. However they do it, assumptions are based on proactively finding out about what you have to offer.

In their mind, this knowledge may be processed as fact, but in reality they are assumptions: conclusions that people come to based on homework that they do themselves.

If you have done a good job with the communication around your brand, these assumptions should align with your offering, but you cannot rely on that alone.

# 3

## Facts are facts

**The actual, truthful, real situation, details and information that people can make meaningful decisions with. Clear and simple.**

These differences are critical to generating revenue with your products and services. You need to ensure that in every selling situation, you provide facts. In a selling environment, particularly to do with sport, people will have a perception. This may be good, bad or indifferent, but you need to take them from whatever perception they have and arm them with the facts.

You need to do this emotively, selling the sizzle, but they need to walk away with the sausage. You want them to feel great emotionally about your brand and have trust in you because of the facts.

NED COTEN

**Don't seek to be a person of Importance.**  
**Seek to be a person of Value.**

Email

[ned@nedcoten.com](mailto:ned@nedcoten.com)

Website

[nedcoten.com](http://nedcoten.com)

LinkedIn

[linkedin.com/in/nedcoten](https://linkedin.com/in/nedcoten)

Ned Coten AM is an investor, board chair, and passionate volunteer in basketball & other sports. He has over 30 years of experience at every level of business, sport & technology within Australia and globally, based in Melbourne, Australia.

[nedcoten.com](http://nedcoten.com)