

Monroe's Motivated Sequence

Professor Alan Monroe noticed that audiences go through several stages in the process of deciding to buy something. He invented the Motivated Sequence to help salespeople anticipate each stage and address the concerns of consumers.

Using Monroe's Motivated Sequence can help you focus and improve sales presentations—and other presentations. The steps of the sequence are as follows:

Attention Call attention to the topic or situation. You can use the same attention-getters you might use for any other introduction, including the following:

- rhetorical questions
- visual aids
- music or unusual sounds
- a story or joke
- a quote
- a description
- a surprising fact or claim

Need The speaker can address need in several different ways:

- describe a need for change
- relate the topic to existing needs
- speak to a need audience members have in common
- conjure a sense of need by tapping into insecurities or desires

Satisfaction Once you have developed a sense of need, you must offer a way to fill that need. The more needs the solution fills, the more popular it is likely to be.

Visualization Create a mental picture of positive results. You might also create a scenario about possible negative results if your advice is not followed. Some speakers focus on the positive, some focus on the negative, and others prefer a combination of the two.

Action Tell the audience what kind of action is required to bring about the fulfillment of their need.