

Does “Emotional Connection” Really Belong in Sales and Marketing?

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I’ve gotten interesting feedback on a recent post in which I challenged med device and other health tech companies to love their customers. The word “love” in business triggers strong reactions. Some are put off by the whole topic – it’s too touchy-feely and way outside their comfort zone. A few say that the culture of business is far too cutthroat for companies to risk making love a core value. Others insist that it would never work, that love is at odds with maximizing profits.

So here’s another way of approaching it. No one will argue against the value of establishing long-term relationships with customers, right? It’s proven to be far more profitable in the long haul.

And what’s at the core of meaningful long-term relationships Emotional connection. As my colleague and brand guru Denise Lee Yohn wrote in Forbes magazine: “People decide which brands to buy and which ones to stick with based on how they make them feel. That’s why brands aren’t in the business of selling products—they’re in the business of forging close emotional ties with their customers.”

Emotional connection start with a deep understanding of the problems your customers face, their unmet needs, and the way they want to feel and be. This means suspending your ego and observing customers and really listening to them, with open minds and open hearts. Not easy, but very doable.

There are huge opportunities in the B2B health space for manufacturers to win big by being a partner, not just a vendor. And that requires investing in developing emotional bonds with customers that will keep them coming back year after year. Emotional connection.

How does your company forge emotional ties with customers and creating lasting relationships?