

RAINMAKER! TOOLS & RESOURCES

THE SEVEN MOTIVATORS

The following are brief definitions of the seven motivators that drive behaviors. You should recognize and align to them when working with customers as they often influence their buying decisions: Most people are motivated by one or more of the following:

- **BELONGING.** A need to be seen as “fitting in” within the organization.
- **ADVANCEMENT.** A desire to be promoted to a higher position in the organization.
- **RECOGNITION.** A need to be formally acknowledged for contributions.
- **SAFETY.** A desire to avert problems, issues and conflict.
- **ORGANIZATION.** A need for order and structure in the workplace.
- **ACHIEVEMENT.** A strong desire to attain and accomplish tasks or goals.
- **POWER.** A need for authority and strong influence over others in the workplace.

