

**ON - THE - JOB TRAINING RECORD  
CONTINUATION SHEET**

Date of Training: \_\_\_\_\_

Lesson Category: Asking the Right Questions & Listening

Lesson Title: The 5 Basic Buying Motives

Student Materials/Activities:

1. Students were instructed to listen to the audio "The 5 Basic Buying Motives."
2. Students were instructed to complete the Sales Success Worksheet.

Learning Objectives:

1. To identify and discuss the 5 basic buying motives that leads or applicants might think about when they consider joining the Air Force Reserve.
2. To identify and discuss buying motive trends the recruiters notice in each of the target segments they are working.
3. To discuss what the dominant buying motive is and how to use it.
4. To have each student provide five examples of questions, one for each basic buying motive, they could ask a lead or applicant to help identify why that person is interested in joining the Air Force Reserve.
5. To discuss the use and value of reflective questions when probing for the dominant buying motive.

Lesson Outline:

1. Identify and discuss the 5 basic buying motives that leads or applicants think about when they consider joining the Reserve.
  - a. Financial Gain – These are the tangible benefits people receive that they could use to achieve their financial and material goals.
  - b. Peace of Mind – These are the benefits that can satisfy their interests or calm their rational and irrational fears.
  - c. Pleasure – These are the benefits that offer comfort, convenience or enjoyment.
  - d. Removal of Pain – These are the benefits that remove some "negative" from their life, be it financial, mental or environmental, etc.
  - e. Pride – These are the benefits that help people feel important, gain approval, acceptance, affection, admiration or a sense of belonging.
2. Identify and discuss some of the buying motive trends recruiters notice in each of the target segments they are working.
  - a. Non-prior service (officer and enlisted)
  - b. Prior service other branches (officers and enlisted)
  - c. Prior service Air Force (officers and enlisted)
  - d. Health Professionals (non-prior service, prior service other branches, prior service Air Force)
3. Discuss what a person's dominant buying motive is and how to use it.
  - a. It's the common thread throughout the lead's or applicant's answers – the primary reason they would be interested in joining the Air Force Reserve.
  - b. Once identified, questions should be aimed in the direction of the thread.
4. Using the Sales Success Worksheet, for each of the 5 basic buying motives, participants were asked to write down a question they could ask a lead or applicant to discover if that person is driven by that specific buying motive.
5. Discuss the use and value of reflective questions when probing for the dominant buying motive.
  - a. They allow the recruiter to re-state or re-phrase what the lead or applicant said.
  - b. Agreement is confirmed (or not confirmed) by following-up the summary with a question such as, "Is this correct?"

LAST NAME - FIRST NAME - MIDDLE INITIAL