

MANAGER'S MEETING GUIDE

THE FIVE BASIC BUYING MOTIVES

BEFORE YOUR TRAINING MEETING

<p>1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment.</p>	<p>Date of training meeting: _____</p> <p>Time of training meeting: _____</p> <p><input type="checkbox"/> I have invited my team.</p>
<p>2. Listen to this week's audio lesson.</p>	<p><input type="checkbox"/> I have listened to "The Five Basic Buying Motives."</p>
<p>3. Key Coaching Points to remember for this week's training meeting:</p>	<ul style="list-style-type: none">• There are five basic buying motives:<ol style="list-style-type: none">1. Financial Gain2. Peace of Mind3. Pleasure4. Pain avoidance5. Pride• Dominant Buying Motives:<ul style="list-style-type: none">- Common thread throughout the lead's or applicant's answers- Once identified, questions should be aimed in the direction of the thread
<p>4. Get ready for the training meeting the day before it's going to be held:</p>	<ul style="list-style-type: none">• Make sure the meeting room seating is arranged for group discussion.• Be sure to have at least one large whiteboard and/or flip chart with markers.• Send an e-mail, voice mail, or memo reminder to your team.

Topics for Discussion/Action at Your Training Meeting on “The Five Basic Buying Motives”

- Do you see trends with your leads and applicants as far as “buying motives” go? If so, what are those trends?
- Do the trends vary according to the target segment you are working in at the time? If so, what have you learned?
- What are some good questions you’ve asked to help uncover buying motives?
- Why do you think reflective questions are so valuable when you are probing for the dominant buying motive? (Reflective questions allow you to re-state or rephrase what the lead or applicant said, and then you follow-up your summary with a question such as “Is this correct?”)

SALES SUCCESS WORKSHEET

THE FIVE BASIC BUYING MOTIVES

I listened to *"The Five Basic Buying Motives."*

- For each of the five basic buying motives, write down a question you could ask to discover if your lead or applicant is driven by that buying motive. Use different questions than those mentioned during the audio.

Lead or Applicant's Name:

Questions:

1. Financial Gain:

2. Peace of Mind:

3. Pleasure:

4. Removal of Pain:

5. Pride:

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.