

# 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:

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Questions:

1. Financial Gain:

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2. Peace of Mind:

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3. Pleasure:

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4. Removal of Pain:

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5. Pride:

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