

Cracking The Emotional Buying Code



Benefits of the workshop

- Mastering emotional buying/selling
- Not losing clients to others
- Motivating buyers
- Overcoming objections

How are you selling now

Logic

Prove

Canned or Pre-packaged scripts

Natural vs. Learning Sales

- Natural Born Salesperson
- Learning to be a natural born salesperson

Conscious vs. Unconscious

7+ or-2

Emotions vs. Logic

Code Words

A code word is something you can't "see" in the room.

Code Word Examples

Safe	Secure
Good Schools	Good Neighborhood
Profit	Investment
Manageable	Spacious
Warm	Open
Potential	Character

Contaminating The Code Word

We interpret what we hear with our own experience or meaning.

Contamination:

They Speak
We Hear
We Interpret Incorrectly

Physical Codes

- Emotions reflect unconsciously on a persons face, words and body
- Face: Coloration, muscle movement/tone
- Words: Tonality and Emotional word
- Body: Position, bobble head

The Bobble Head

Strategy = head bobbing

If you have their unconscious buying strategy they will start bobbing their head.

Finding The Code

- Context Dependent
- Based on Emotional State
- Set-up or Pre-Framing

Set-Up

- Set the stage
- Lower defenses
- Get them into the emotional state

Example: Don't walk up and say "How did you decide to buy your car?"

Instead you would set the stage by saying: "That is a nice car, how do you like it? How did you decide to buy it?"

Pre-Framing

Setting the situation to ask the question.

Get them into the frame of mind (compartment of emotions when they were in the situation) to answer the questions.

Lower their defenses and make the question flow naturally.

Finding The Combination

- How did you decide to buy _____?
- List code words
- Bridging comments/anything else?
That's interesting, anything else?
So you _____, was that the only thing?
- Beware of contamination

Phrasing the question

- You must be VERY specific about how you ask the question.
- USE PHRASE EXACTLY as worded.
- How did you decide to buy _____?

Code Sequence

List code in order of importance

- Which is more important A or B?
- Which is more important A or C?
- Which is more important B or C?

Testing The Code

- Replay the code back to them.
- Look for matching physical code/bobble head.

Refining The Code

- What does it mean/define
- Hierarchy
- Ultimately

Example of Refining the Code

Tell me what _____(code word) means to you.

What is important about _____(code word) to you?

What is important about that?

Ultimately what is important about that?

Motivational Keys

- Towards/Away From
- Same/Different – Match/Mismatch
- Options/Procedures
- Internal/External
- Convincer

Towards – Away from

What will trigger/cause them to do something?

We are usually motivated to do something by either pain or pleasure. We take action either to move towards the pleasure or away from the pain. Everyone is a little different. Some people just naturally move towards the pleasure and that is what motivates them. Some people just naturally don't get motivated until the pain starts to build up and when it gets uncomfortable enough then they are motivated to take action.

This is really important to know about your client if you want them to make a decision / take action now.

Neither is positive or negative — better or worse

Eliciting

Generally you don't really have to ask a question to hear this. It will just naturally come up as the person talks about their buying code. As they mention their code words the **towards** or **away from** will be expressed right before the code word. They will say whether they are going towards the code word or away from it.

So just digging down into the strategy you should notice the **towards** or **away from**. Most people will have some of both. They will be **towards** certain things/code words and **away from** others. It is important to notice this because when you play it back to them you have to have the direction right.

Examples — language

People that move towards will say things like... to have, to get, so I can have,

People that move away from will use language that is expressing the away from, like ...so I don't have to, don't want to, not, won't have to, prevent, avoid

Using

This is one of the most important motivation keys to use. This one is the one that really increases the emotion when you are using the buying code. It is also simple to use you just have to have the direction right and keep pushing it.

Same/Different – Match/Mismatch



What do you notice about the above boxes?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

This motivation key has to do with how people sort and perceive new information.

You will want to notice it because it will help you to present information in the way that is natural and easy for the client.

People who sort by same or match have a tendency to notice the similarities in things.

People who sort by difference or mismatch have a tendency to notice how things are different.

How to Elicit / Questions

What did you think about those last two houses?

Five patterns

Sameness— They both had nice kitchens and nice yards

Sameness with Difference— They both had nice landscaping but the one had a small kitchen

Sameness and Differences equally— One had a nice kitchen and the other had a nice yard, they both were about the right price

Difference with Similarly— the one had a large kitchen, the other was too small but they both had nice tile

Difference— The one was small, the other was large, the one had nice tile and the other didn't

Language people who sort with the sameness or who match will talk about how things look the same to them or how they were similar. People who notice difference or mismatchers will talk about how things are different

Using

The most important part of using this is that the people who sort by difference will have a tendency to automatically notice the opposite of what you say. So you will want to pull out the old negative psychology you tried on children. On people who are motivated by difference it actually works.

For example— I'm not sure about this kitchen, you probably don't want this house, this may not work for you, ...

Options/Procedures

The way we want get something done

Why did you choose your last real estate agent?

Why did you choose your last house?

Options

Motivated by opportunities and possibilities — new way, new idea

Procedures

Like to follow a set pattern — a right way to do things

How to do something, not why

Compelled to go from beginning to end

Options people hear why and give you a code word or two

Procedures people hear how did it come to be — they will tell you a story about how it happened. They will tell you the series of events that led up to them actually buying the house.

Both — little bit harder to recognize since they will tell you both how they did it and use why code words.

Language

Options

In talking to an options person talked about the opportunity—stress the possibilities

Procedures — get them to take the first step, compelled to finish

Talk about the next step

The right way to go ahead — the right thing to do next

first _____, then _____, correct thing to do

Context — may be different for choosing house than for choosing a particular agent

Internal/External

This key has to do with the source of the motivation. Is it coming from inside or from outside. Internal people are motivated from the inside out. They really don't care what others think or say. Externally motivated people are motivated by others, so what others will think about how the house looks is important to them. Externally motivated people will be motivated when someone else decides.

Eliciting

How do you know that you bought the right house?

How will you know you bought the right house?

You will need to pay attention to the language they use because they can be

Internal—I will just know

Mainly Internal—I will just know and if my spouse likes it also

Equally Internal and External– If both of us think/feel right about it

Mainly External- If my spouse says and then I feel

External—when my spouse ____

Language

Internal — only you can decide, you might want to consider, it's up to you, what do you think, so you can think, consider, and decide.

External—others will notice, others will think, others say, people will drive by and think, everyone loves this kitchen

Using

Internal—only you know, you can decide, when you think about it

External— others have said, everyone likes this house, according to experts, people love these kinds of kitchens, your spouse will...,

Convincer Mode

We gather information in one preferred sensory system. We generally have a preferred sensory system we like to use to gather information.

We will generally use one of our senses to “know” something or to be “convinced” of something.

You will want to know how your client is going to get to that stage of being convinced or sure that you are the right agent to list with or convinced that this is the right house to buy or convinced to put in an offer now. Without this convincer key people will be unsure. They will waffle back and forth. They will be hesitant to take action. Once we are “convinced” of something we move forward confidently. Once we are “convinced” we take action confidently.

Eliciting

How do you “know” when you have found the right house?

How will you “know” when you have found the right house?

How will you “know” when you have found the perfect house?

Listen to find out what sensory system they are using. Will they “know” by seeing? Will they know because of what their spouse or others will “say”? Or will they “know” because it will “feel” right?

When playing back their buying code and giving them suggestions you will want to make sure you are doing it in their same “mode”. You will want to “give” them the information in their preferred way of getting it. Otherwise they really won’t “get” it.

For example

If they are visual mode you will want to pace, pace, pace by telling them how it will look i.e. when you see ____, when you imagine ____, can you imagine _____

If they are auditory mode you will want to play it back to them by saying things like; imagine what others will say, when you think about_____, other say_____, your spouse will say, you might hear yourself_____

If they are in feeling mode you will want to play it back to them by saying things like: You will feel ____, imagine _____ and feeling _____, imagine how you will feel_____

Convincer Times

In order for a person to be “convinced” or “sure” of something there is an unconscious way that that happens. More specifically there are a number of times we need to gather the information before we are “sure” or “convinced” about it.

There are 4 ways that people become convinced or sure.

Automatic—Or 1 Time

They just need the information once or they sometimes just automatically assume

Number of Times

They need to get the information a certain number of times to be “sure” or “convinced”. It could be 2 times, it could be 4, but it will happen after a specific number of times

Period of Time

They will need to gather the information for a certain length of time. For example over a few days or over a few weeks.

Never or Consistently

They are never totally “sure” or convinced”. Each time they will have to be convinced again. Each time is different to them.

Using

Automatic—They will actually be triggered as soon as you run through their buying code 1 time. You may not even have to say it. Just present it once in the right order and they may trigger it themselves. You can also use words like ... right now, assume, and decide quickly

Number of Times— You will need to run them through the buying code a specific number of times. For example you might need to run them through it 4 times and then they will be convinced.

Period of Time— They usually need to have the information over a set period of time. For example 2 weeks or a month. The best way to handle this other than waiting for that amount of time to pass is to use language that includes that amount of time. For example saying... after 2 weeks when (buying code) you will feel comfortable to put in an offer now.

Never or Consistent— This is the hardest, luckily it is only around 15% of the population. Use words like... *every time* you____, each time _____, you will find *every time*_____, you may find *consistently*_____

Buying Strategy Steps

1. Rapport

2. Setup Questions

- Pre-frame to put into desired mental state.
- Put client into desired state emotionally.

3. Elicit Strategy

- How did you decide to buy _____?
- What are the important things that will help you decide to buy _____?

4. Define each criteria

- What does _____ mean to you?
- Ultimately what's important about _____ to you?
- If you had _____ what could you then feel?

5. Notice and Elicit Motivation Keys

6. Pace Pace Lead

- Push Emotional Motivation/Hot Buttons

What Do Buyers Really Want?

