

Name\_\_\_\_\_

**Buying  
Strategy**

Towards/Away From\_\_ Procedures/Options\_\_ Internal/External\_\_ Same/Different\_\_ Convincer Mode\_\_\_\_\_  
Times\_\_\_\_\_

How will you decide to  
buy \_\_\_\_\_?

1)\_\_\_\_\_ 2)\_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_ 5)\_\_\_\_\_

Anything else? Anything else?

**Details**

Can you tell me  
more about what  
\_\_\_\_ means to you?

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Ultimately** what’s  
important  
about \_\_\_\_\_?

_____	_____	_____	_____	_____
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When you/ If you  
feel totally \_\_\_\_\_  
what could you then  
feel that is even  
more important?

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Marketing Consultant Strategy**

Setup Statements/Questions-You must set it up first  
How did you get started in your business?  
Have you ever hired a consultant before?

I’m not sure if I’m the right fit for you and your business or can even help you and I’m sure you haven’t decided that either, would you mind if I asked you a few questions to get a better idea of your business?  
If you were to hire a consultant you’d probably want a certain kind.  
How would you decide which consultant to choose? How will you decide which consultant to choose?  
What’s important in a marketing consultant to you?

**Buying Strategy**

Setup—There are probably lots of things that you want in a \_\_\_\_, some more important than others.

How will you decide to buy the \_\_\_\_ you’re going to buy?

Internal/External	Procedures/Options	Towards/Away from
<p>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.</p> <p><b>Eliciting</b> <b>How do you know that you bought the right ____?</b> <b>How will you know you bought the right ____?</b> 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/partner likes it also Equally Internal and External- If both of us think/feel right about it Mainly External- If my spouse/partner says and then I feel External—when my spouse/partner (some other)</p>	<p><b>Why did you choose your last ____?</b></p> <p><b>Options</b> Motivated by opportunities and possibilities — new way, new idea <b>Procedures</b> 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 <b>Options</b> people hear why and give you a code word or two</p> <p><b>Procedures</b> 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 ____</p>	<p>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. This is really important to know about your client if you are wanting them to make a decision / take action now.</p> <p><b>Eliciting</b> 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.</p> <p><b>Examples — language</b> 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 basically expressing the away from ,like ...so I don’t have to, don’t want to, not, won’t have to, prevent, avoid</p>

Match –Mismatch
<p>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.</p> <p><b>How to Elicit / Questions</b> <b>What relationship did you notice between ____?</b> <b>What do you notice about those ____?</b></p> <p><b>Five patterns</b> 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 to 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 mismatches will talk about how things are different</p> <p><b>Using</b> 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,</p>

Convincer Mode
<p>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.</p> <p><b>Eliciting</b> <b>How do you “know” when you have found the right ____?</b> <b>How will you “know” when you have found the perfect ____?</b> Listen to find out what sensory system they are using. Will they “know” by seeing? Will they know because of what others will “say”? Or will they “know” because it will “feel” right?</p> <p>When playing back their buying code and giving them your sales presentation 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.</p> <p><b>For example</b> If they are visual mode you will want to pace, pace, pace by telling them how it will look ie when you see ____, when you imagine ____, can you imagine ____</p> <p>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 ____</p> <p>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____</p>