

DOMINANT BUYING MOTIVES WORCK BOOK

W.B-1

“People Buy with Their Emotions and Justify It with Their Logic”

1. (True or False)

- True---
- False--
- Debatable----

W.B-2

2. Identify the Main Motives Behind the Following:

- *“I am looking for a vacation home.”*
- *“I am tired of renting.”*
- *“I travel to Dubai a lot and don't want to stay in hotels anymore.”*
- *“I am looking for an Investment.”*
- *“I am relocating to Dubai because of the first-class infrastructure.”*

W.B-3

3. What's the Dominate Buying Motive Behind the Following:

- Family-----
- Sense of Achievement-----
- Investment-----
- Control-----
- Pride of ownership-----
- Class status-----

W.B-4

4. Three-Layered Questioning Technique-Scripted Engagements:

- First Level-Sales Questions:
 - *“What is your budget?”*
 - *“How many bedrooms are you interested in?”*
- Second Level-Sales Questions:
 - *“May I ask why you choose this particular layout.”*
 - *“That sounds like it is crucial to you. May I ask why?”*
- Third Level-Sales Questions:
 - *“If you are to continue renting how would that make you feel?”*
 - *“It seems that a marina view is fundamental to you. May I ask what it would mean if you won't get it with your current budget?”*

5. Three-Layered Questioning Technique the Sales Pitch 1st example:

The Half-Baked Way

Salesman: *"What are you looking for?"*

Prospective buyer: *"I am looking to buy an apartment."*

Salesman: *"How many bedrooms?"*

Prospective buyer: *"1-bedroom."*

Salesman: *"What is your budget?"*

Salesman: *"Is there a specific area or community you are interested buying in?"*

Prospective buyer: *"Dubai Marina."*

Salesman: *"Great I have this apartment within walking distance from the mall it has a partial view, blah, blah, blah."*

6. Three-Layered Questioning Technique the Sales Pitch Second example:

The Right Way

Saleswoman: *"What are you looking for?"*

Prospective buyer: *"I am looking to buy an apartment."*

Saleswoman: *"How many bedrooms?"*

Prospective buyer: *"1-bedroom."*

Saleswoman: *"What is your budget?"*

Saleswoman: *"Is there a specific area or community you are interested buying in?"*

Prospective buyer: *"Dubai Marina."*

Saleswoman: *"Why the Marina and what in the Marina that interests you the most?"*

Prospective buyer: *"There are plenty of outdoor activities around."*

Saleswoman: *"Is there any activity that you are keen on?"*

Prospective buyer: *"I enjoy Cycling and Kayaking."*

Saleswoman: *"How important is it for you to have your apartment close to the beach?"*

Prospective buyer: *"It would be great if I can cycle to the beach and be there in a couple of minutes?"*

Saleswoman: *"Would that be the main factor in selecting the apartment?"*

Prospective buyer: *"Other than the price, it is the second most important factor."*

Saleswoman: *"That is great I have the right apartment for you it is 300 meters from the JBR beach with easy access to the public beach where you can go kayaking and cycling. Is this something you would be interested in?"*

7. Three-Layered Questioning Technique the Sales Pitch 3rd example:

Salesman: "So, as you have told the last time we spoke that you are looking to purchase a second home. Is this still a priority?"

Prospective buyer: "Yes, I travel to Dubai quite frequently."

Salesman: "How many days in the year, will you be staying in your apartment?"

Prospective buyer: " A total of Three months."

Salesman: "What would you do with the apartment when you are not staying there?"

Prospective buyer: "Rent out it, of course"

Salesman: "So, renting it out on a short term basis would be the ideal solution for you?"

Prospective buyer: "Yes, that will be ideal."

Salesman: "Will I have the perfect apartment for you, it is in Sparkle Towers in Dubai marina its 3 minutes walking distance from the beach 2 minutes from the tram and short stroll away to all the restaurants. This means when you are staying in your apartment, you can enjoy all the highlights of the Dubai marina, and when you decide to rent it out, you will enjoy high occupancy rates and a higher rental yield because of all the facilities around it.

Salesman: "Is this something you would be interested in?"