

***SALES BOOTCAMP  
COMIC STRIP***

***HELPING YOU SELL MORE, SELL FASTER***



Who Are Your  
Buyers And What  
**Motivates** Them To  
Buy ?



## ***SUBJECTS COVERED***

What are the Main  
Dominant Buying  
Motives.

Who Are Your  
Buyers And What  
**Motivates** Them To  
Buy ?



Uncovering Dominate  
Buying **Motives** Using A  
3 Layered Questioning  
Technique.

Selling Using Dominant  
Buying **Motives**.

# THE HALF-BAKED WAY QUESTIONING TECHNIQUE

I am looking to buy an apartment.

What are you looking for?

How many bedrooms?

1-bedroom

What is your budget?

Is there a specific area or community you are interested to buy in?

Dubai Marina

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





# THE THREE-LAYERED QUESTIONING TECHNIQUE.

I am looking to buy an apartment.

1<sup>st</sup> Level Question : How many bedrooms?

1-bedroom

1<sup>st</sup> Level Question : Is there a specific area or community you are interested to buy in?

Dubai Marina

1<sup>st</sup> Level Question : What are you looking for?



ToonClips.com

#66848

service@toonclips.com

# THE THREE-LAYERED QUESTIONING TECHNIQUE.

**2nd Level Question :** Why the Marina and what in the Marina that interests you the most?



There are plenty of outdoor activities around

**2nd Level Question :** Is there any activity that you are keen on.

I enjoy Cycling and Kayakaing



ToonClips.com

#66848

service@toonclips.com

# THE THREE-LAYERED QUESTIONING TECHNIQUE

**3<sup>rd</sup> Level Question:** How important is it for you to have your apartment close to the beach?

It would be great if I can cycle to the beach and be there in a couple of minutes.

**3<sup>rd</sup> Level Question:** Would that be the main factor in selecting the apartment?

Other than the price it is the second most important

That is great I believe 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?



ToonClips.com

#66848

service@toonclips.com

# THE THREE-LAYERED QUESTIONING TECHNIQUE.

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

Yes, I travel to Dubai quite frequently.

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

A total of Three months.

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

Rent out it, of course





# THE THREE-LAYERED QUESTIONING TECHNIQUE.

Yes, that will be ideal.

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.

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

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.

Is this something you would be interested in?

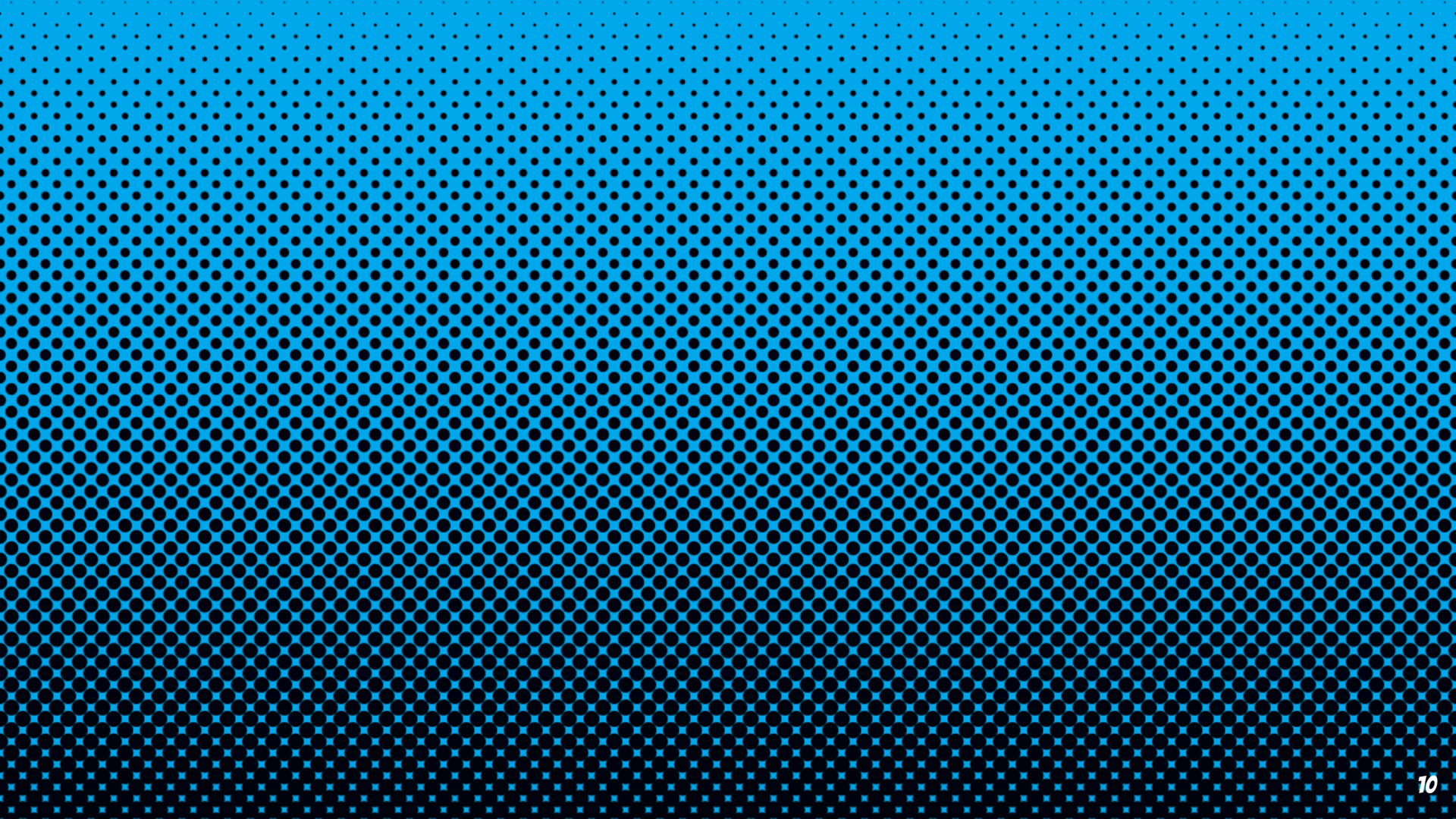
Absloutily



moc.zqilono0!@eoiiv1e2 5P-100E# moc.zqilOnooT



moc.zqilono0!@eoiiv1e2 0T00E# moc.zqilOnooT



# HOW TO ASKE FOR REFAIRELS FROM A COUSTMER

## EXAMPLE 1

"Sure, go ahead."



"It's been my experience that most of my customers when they were in the process of buying a house, they shared their experience with their relatives and friends."

"Yeah, sometimes I do that."

"That's great. Has any of the people you have talked to mentioned that they have been thinking of buying a property?"

"Yes, a couple of have."

"I have a favor to ask you, but only if you're comfortable with it."



ToonClips.com

#66848

service@toonclips.com

# HOW TO ASKE FOR REFAIRELS FROM A COUSTMER

## EXAMPLE 1

"I don't have a problem with that."



"That's great. I appreciate it." Then, if you can give me their contact details and let them know, I will call them to introduce my self."

"Sure." Or "Let me aske them first"

"I would appreciate it if you could tell them about me and how I can help them find the right property. Would you mind introducing me to them?"  
Would you be comfortable doing that?"



ToonClips.com #66848 service@toonclips.com

# HOW TO ASKE FOR REFAIRELS FROM A COUSTMER

## EXAMPLE 2

"My success depends heavily on referrals from satisfied clients. If you feel that I have done a good job in helping you find the right property and if you know someone else who might be looking for a property. I would appreciate it if you could refer me to them. Would you be comfortable doing that?"

"I don't have a problem with that."



"That's great. I appreciate it." Then, if you can give me their contact details."

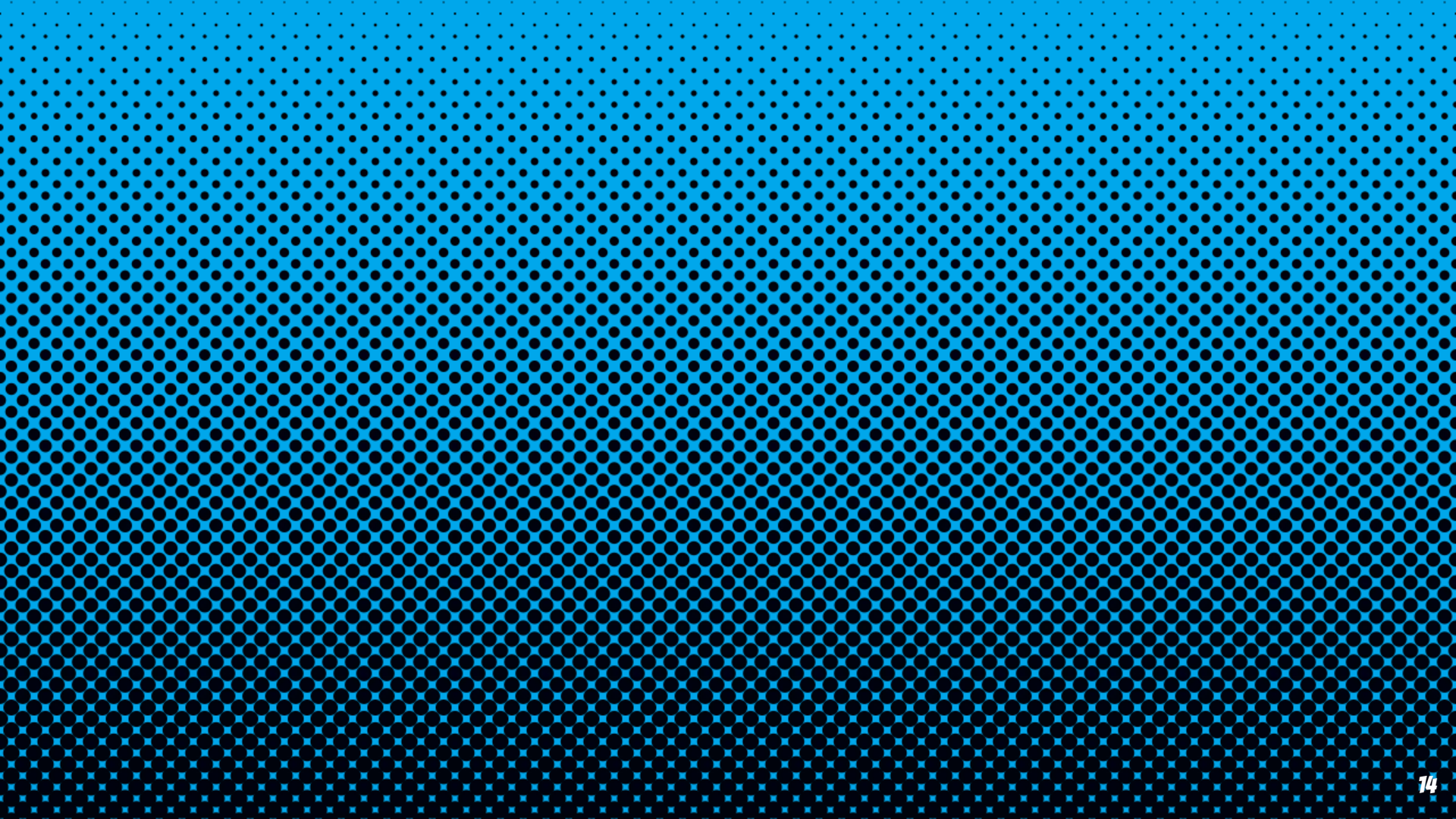
"Well no one comes to my mind right now"

"Sure, I understand that; do you mind if I give you a call in the next couple of days in case you might have thought of a couple of names."



ToonClips.com #66848 service@toonclips.com





# THE WRONG WAY

"Hi, may I speak with Susan."

"This is Susan. How can I help you?"

"Hi, Susan, this is Mary from We love you Properties. We're are one of the top brokerage companies in Dubai, and we have a brand-new project that was launched recently, and we are offering post-handover payment plans.

**\*\*Hangs up\*\***



The Saleswoman had no connection with the prospect



There was a lack of empathy that the prospect might be busy or not interested.

The Saleswoman did not ask permission if he can take the call further.



***W.B-7***  
***WHAT WENT WRONG?***

# THE CORRECT WAY

"Well, yeah."



"I do appreciate that, so I'll not take much of your time. The reason for my call is...is that we have recently launched a fantastic project in Dubai Marina. Would that be something you will be interested in?"

"I might"

"Fantastic! We truly believe that an opportunity like this don't come very often. We have selected 20 special one-bedroom units for the and I want to make sure that you get an opportunity to own one of these special one-bedrooms."

What's the best email to send you information and the calendar invite on?  
Can I confirm the time for you to visit our office?

"Hi, Susan, it's Mary from We love you Properties. I know I must have caught you in the middle of something." \*pause\*



moc.zqil0nooT@oovivce! #20070 moc.zqil0nooT

moc.zqil0nooT@oovivce! #3077 moc.zqil0nooT



**W.B-8**

***APPLYING THE 4 MOVES TO COUNTER REJECTIONS AND  
SHRUG-OFFS***

"Hi, Susan, it's Mary from we love you Properties. I know I must have caught you in the middle of something." \*pause\*

"Well, yeah."

"I do appreciate that, so I'll not take much of your time. The reason for my call is to tell you we have a brand-new project that we are about to launch, with a special post-handover payment plans. Is this something you would be interested in?"

"We Need To Wait And See What Is Going To Happen."

**1st move:** "That is something that I can relate to, and I'm looking forward to some clarity myself."

**2nd move:** "That said, most of my customers are coping with the uncertainty with some strategic planning."

**3rd move:** "I realize that you might be hesitant to make any commitment, but it's always good to have a plan?" I'd still love to meet with you and see if it makes sense to collaborate on a way forward."

**4th move:** "Does Wednesday at 10 am work for a virtual meeting?"



moc.zqilonoo1@eoc



moc.zqilonoo1@eociv1e2

0T002#

moc.zqilO1nooT