

The Art of Uncovering Potential Client Needs



3 main REASONS that people buy

- To enhance Image



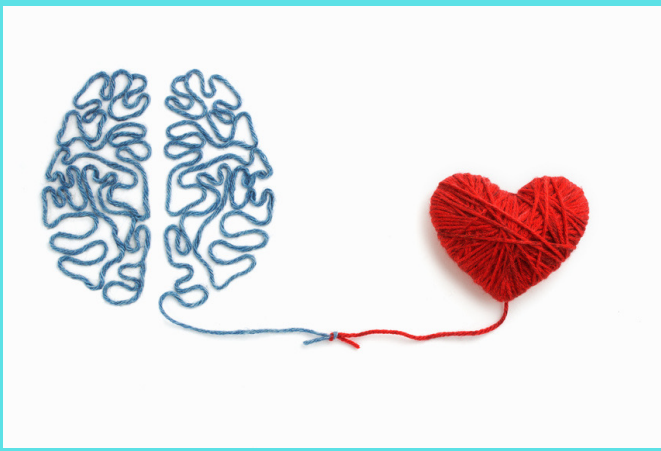
- To improve Efficiency



- To Reduce Risk

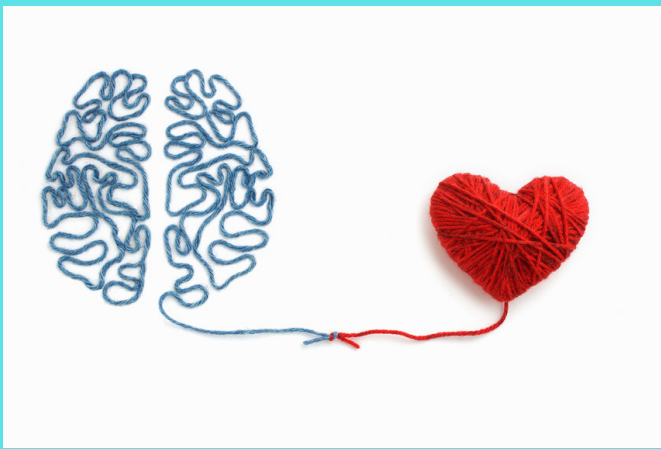


They will only give you the TOP LAYER up front. With Trust and Confidence, potential clients will open up more and reveal their deeper personal motivations



"Emotion is what really drives the purchasing behaviors, and also, decision making in general."

Harvard professor Gerald Zaltman



WHAT IF YOU WERE SO GOOD AT UNCOVERING NEEDS
THAT POTENTIAL CLIENTS REALIZED EARLY ON THAT
YOU REALLY “GOT THEM”?

How would that change your professional life?



HOW people buy

- TIMING (how fast they need to achieve their sale/purchase)
- FINANCES (what they can afford in order to achieve their desired result)
- CONVENIENCE (what they will put up with during the buying/selling process to get their desired result)

*This is why we take the commission discussion and house price discussion off the table until we deal with Timing and Convenience first

87% of potential clients say that salespeople do not understand their needs!



What did potential clients who had a neutral or negative sales experience say about the Salesperson?

- They were pushy or too tentative
- They didn't listen
- They weren't helpful
- They couldn't prove value



Potential clients have spoken.....

How to improve the sales experience, according to buyers

What can a sales representative do to make your experience positive?



Source Hubspot Sales Perception Survey Q1 2016



Most salespeople STOP way too early when attempting to uncover needs and concerns

It is human nature for a client to answer a question superficially.

If we just accept their first answers without digging, we have a very high risk of not being hired.



We are not mind-readers. We need deep info so we can show value.
When the client sees value, \$ becomes less of a focus



At the risk of "flogging a dead horse".....

"Sales can't afford to adopt a pushy, transactional script to close a sale. Content for each call should be tailored to the seller's/buyer's goals, and timeline. "

PLEASE....



- No pushy scripts
- See everything through the potential client's eyes
- Truly, deeply, understand their needs & flush them out
- Find out what EMOTIONS drive those needs or concerns
- Adopt a customized and curious approach to each potential client's situation

Buyers - Needs & Concerns

Can I get what I want for my money?

How long is this going to take?

In a seller's market -what am I going to have to give up?

Should I just wait this out?

What is this all going to cost?

I don't want to make a mistake



Sellers- Needs & Concerns

Picking the right agent

Getting the best price

Keeping the home clean for showings

Getting this completed within a desired timeframe

Getting this done smoothly, without nasty surprises



There is a lot of WORRYING going on behind the scenes that clients do not readily share with us



SO HOW DO WE FIND OUT?

- GENTLY
- WITH RESPECT
- LOGICALLY, FOLLOWING AN EFFICIENT PROCESS

With Buyers or Sellers, you will experience *higher success* if you can tap into the prospective client's *emotion* that is **DRIVING** their Needs and Concerns



EMOTION DRIVES BUYING DECISIONS

QUICK RECAP ON TYPES OF QUESTIONS



Soften up an OPEN Question- Who, Why, What Where, How?

with a few words like:

"I'm curious about (insert)"

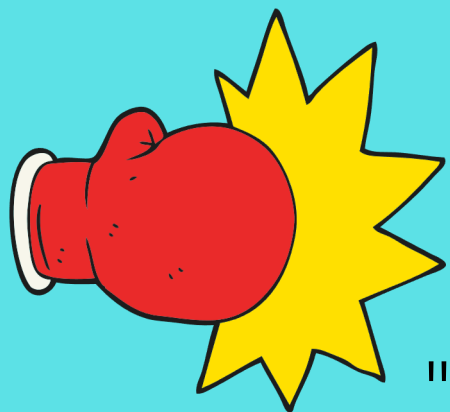
"I am wondering (insert)"



Use CLOSED QUESTIONS to Clarify and Focus along the way

"Just to be clear, are you saying you would prefer X or Y?"

"Which of these is the most important?"



Using POWERFUL QUESTIONS that make a client really THINK

(they can't give a rehearsed answer)

"Out of these needs you've just ranked for me, what might possibly change them?"



So let's get on with becoming SUPER SKILLFUL at:

- Uncovering needs
- Identifying the emotion behind them
- *Getting the client to rank their own needs

*When the client speaks their priorities out loud, they "own them" .

You know their order of importance and can then proportionately present to them



There is a "Formula" for uncovering needs





The formula

Need:

Reason:

Emotion:

1. Get pricing and financial matters off the table by promising you will address them shortly
2. Start asking your open- ended questions (Who, Why, What, Where, When, How) by softening them up with "I am curious about"/"please tell me about".
3. Start asking your open- ended questions around TIMING & CONVENIENCE
4. Dig for the emotion under the need.
Use your judgement; if rapport is very strong you can sympathetically ask how getting the need met/not getting the need met would make the person feel.

Otherwise, guess at the emotion(s), hedge your bets by feeding back a couple of emotions and see what the response is. (I will show you how in the upcoming example)



5. Acknowledge & Ask what else?

Let's use a "Made Up" example
of uncovering a potential seller's needs and accessing
the related emotion beneath



Example - a homeowner considering listing with you

Realtor: " When you list your home, *other netting the best price and I'll get to that shortly*, please tell me about what has to happen for you to be happy with the home selling process?

Client: " I want the process to be over with relatively quickly" (most salespeople stop here and jump on the need by explaining what they can do to address that)

Realtor: "May I ask the reasons for that?"

Client: " I don't want a bunch of tire-kickers coming through the house when we have to go out all the time during showings"



Example using a homeowner considering listing with you

Realtor: "Tire- kickers?"

Client: " Well, my wife isn't very mobile and it takes considerable time to get ready to go out and then to find somewhere to go while the showing is going on".

Realtor: " So would you say this type inconvenience makes you feel more on the frustrated side or that you feel bad on her behalf?"



Client: "Bad for her. I feel **guilty** inconveniencing her like that.

Example using a homeowner considering listing with you

Realtor: "I can see that's important, thank you for bringing it up.

What else concerning your wife's mobility is important to you with this process?"

Client: " Well, as you can see we have a lot of "stuff". With me being away for work so much right now, I don't know how or what we do with regard to packing things up to getting the house to look it's best.

Frankly, it's all a bit overwhelming for her and that's stressing me out"



Example using a homeowner considering listing with you

Realtor: Thank you for bringing that up too, I can see that's concerning. What else about having a speedy sale (Timing) and minimal inconvenience (Convenience) is important?

Client: "Well, we promised our son some of the proceeds towards a down payment and he and his wife are expecting a baby soon and they need to be out of their rental home. "

Realtor: "So what timeframe are we looking at here?"

Client: "Well, we really would like to be gone by the end of July"

G U E S S



Realtor: "So there would be great relief to hit the deadline and satisfaction in being able to fulfill your promise to your son and daughter in law?"

Need:
Reason:
Emotion:

In this scenario we have found out that:

1

Need: Convenient showings & a quick process

Reason: Wife's immobility

Emotion: Guilt

2

Need: Practical help with decluttering/getting home “showing ready”

Reason: Large amount of possessions

Emotion: Overwhelm (for wife), stress (for husband)

3

Need: To close and leave by end of July

Reasons: a) Son and DIL expecting a baby, vacating their rental property

b) Seller has promised them some proceeds for a down payment

Emotion: Relief (to accomplish timing), satisfaction (in fulfilling financial promise)

Outlining a plan based on needs around Timing & Convenience

BEFORE you tackle \$ is a good idea



Realtor: "So far I am hearing that you need a plan that:

- a) ensures you don't need to be worrying about having to take your wife out constantly during showings
- b) gets you the help you need to pack up all the extras and get the home ready for showings without exhausting your wife, since you need to be away with work.
- c) gets the home sold so you can be out by the end of July, in order to help your son and daughter in law get out of their rental and buy a home with the down payment you'd like to give them before the baby comes

Have I missed anything so far around convenience and timing?"



Example -a homeowner considering listing with you (cont'd)

Realtor: "*Let's hold these very important needs and their reasons in mind while we talk about price*". I'd like to talk to you about various options so you can make the most informed decision in this market"

(Pricing strategy discussed)

Realtor: "So, let's look at all your needs (recap) and you can put them in order of priority for me (rank needs).

Then we'll check there is nothing more. Then, with your permission, I will lay out a specific and *custom plan for you to show you how we'll make this all happen. Sound good?"

*This will be your customized listing presentation, now that you know their needs & the emotions underneath that are driving them & have agreed on best pricing strategy to meet Timing & Convenience.



With this depth of questioning ability, where do you fall?
-in with the 87% unskilled or in with the skilled and differentiated 13%?



AND NOW YOU ARE SET UP TO GET A *FIRST PASS COMMITMENT ON THE PLAN OUTLINE &, IF ALL IS GOOD, YOU ARE WELL SET UP TO PRESENT A CUSTOMIZED PRESENTATION GEARED SPECIFICALLY TO THE CLIENT'S IMPORTANT NEEDS



*A "first pass commitment "is when the client agrees, conceptually, to move forward based on your plan outline.

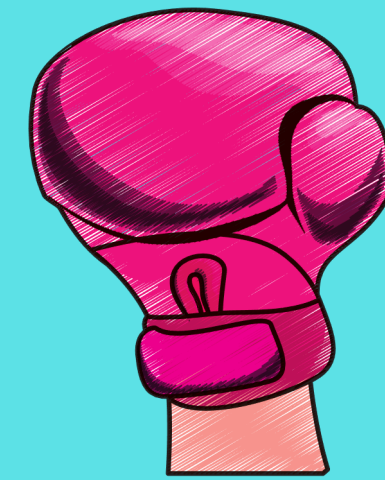


Recap



1. The type of buying experience clients want vs. what salespeople are currently giving
2. Customers want salespeople to listen and understand their needs, not be pushy and give them irrelevant information
3. The salesperson's chance of success is exponentially higher when they dig beyond the superficial and flush out the needs fully and access the driving emotions underneath the needs
4. It's wise to get PRICE OFF THE TABLE , delaying that \$ discussion until all the important needs around TIMING & CONVENIENCE are out
5. Having a client rank their own needs, by priority, *superbly positions you to customize your presentation with relevant solutions, in the order that matters to them*
6. High value in outlining a plan before you present -it instills confidence in the client, gives you the chance to get an "first pass commitment" and to check if anything is missing or any objections are present

BONUS POWERFUL QUESTIONS



Needs Assessment

SELLERS:

- "How will you evaluate the right agent to list your home?" (reveals areas of potential misinformation and how they make decisions)
- "Talk to me about your worries in these three areas: a) the desired timeframe in which you sell your home and b) the effort to prepare and maintain the home during the sales period. (gives you chance to explore needs that will ultimately affect pricing strategy)

BUYERS:

- "What important reasons are behind your "must haves"? (motivating emotion under needs)
- "What evolving family needs do you anticipate in the next 5 years in your new home?" (useful to establish a very clear vision of longer term needs)



WAS THIS USEFUL?



DOES YOUR REAL ESTATE BUSINESS NEED A SHOT IN THE ARM?



Revive it with Dr. Jane's accurate diagnosis
& 30 day prescription for success

Free webinar:

Friday 30th July 2pm EST.

SAME ZOOM LINK AS YOU ARE ON NOW

"Force has no place where there is need of skill"

Herodotus





OBSERVATIONS OVER PAST 3.5
MONTHS WITH YCM

AREAS WHERE AGENTS ARE
STRUGGLING, WHICH CAN BE FIXED





August

2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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FOR YOUR CONSIDERATION:

WHAT ABOUT ONE MONTH, STARTING ANYWHERE IN AUGUST, WHERE WE WORK TOGETHER TO PINPOINT YOUR MAJOR ISSUE(S) AND DEVISE A PRACTICAL, WORKABLE PLAN TO SOLVE THEM?

ARE YOU WILLING TO CONSIDER THAT?

MIGHT THIS ACCELERATE THE SUCCESS YOU DESERVE?

MY OFFER:

3 PRIVATE 60 MINUTE one- on- one private Zoom sessions over a 30 day period
PLUS +

WHAT YOU GET:

- A clear "diagnosis" of your problem area(s) -they may or may not be what you think.
I will ask you powerful questions to figure these out along with it's associated root cause
- A simple concrete practical plan outline to overcome your knowledge/skill gaps.
No fluff, no BS.
- Me as your private on call Sales Manager to help you prepare for and debrief from client interactions, answer questions throughout the month.
- Monday 1 pm EST (10am PST) Drop in clinic once a week -show up and ask whatever you want
- A money back guarantee -as long as you show up for the sessions and do the work.



FREE WEBINAR & DISCOUNTED SHORT TERM PRIVATE COACHING OFFER

THIS COMING **FRIDAY 30TH JULY AT 2PM EST/11AM PST**

OBSERVATIONS ON COMMON AREAS OF STRUGGLE THAT CAN BE EASILY RESOLVED WITH A CLEAR & SIMPLE PLAN

E.G WHAT YOU NEED TO DO WITH YOUR LISTING PRESENTATION TO KEEP YOUR CLIENT'S ATTENTION FIRMLY FOCUSSED ON YOU SOLVING THEIR NEEDS -SO THEY HIRE YOU, NOT YOUR COMPETITION!

THE SAME ZOOM LINK YOU ARE ON NOW –JUST HOP ON –SEE YOU THEN!

