

## The 'Why Buy' Strategy

### Why purchase anything?

The logo for MOL, consisting of the letters 'MOL' in a bold, blue, sans-serif font. To the right of the letters are three overlapping squares in shades of blue and purple.

Why do we buy anything? The answer may not be what you expect! It will though be something you can use to propel you into the 'premier league' of super sales people!!

Look at these examples

- why buy glasses? Is it because we actually want to wear them? No. It's because we have defective eye sight and need them to rectify this.
- Why buy baked beans? Do we actually want the tin with the beans inside? No. It's because we need food to satisfy our hunger.
- Why buy a book? Is it the actual book that we want? No. We buy it because we require the information or knowledge it contains.
- Why attend a training course? Is it the actual training course that we want? No. It's the knowledge we'll obtain from attending that will help us, for example improve our financial or career status.

What do these examples all have in common? Each product or service provides a solution to a problem that we have;

<b>Service/Product</b>	<b>Problem</b>	<b>Solution</b>
Glasses	defective vision	enhances eye sight
Baked beans	hungry	satisfies hunger
Book	need information	provides information
Training	wants career progression	improves employability

These demonstrate the reason that anyone buys anything, including property; to resolve or diminish a problem.

How can we use this, as agents, to make us more effective and successful sales people? Discover why a buyer wants to move and then demonstrate how a property you're selling resolves their issues.

## Advanced Sales Strategies

For example;

Imagine Mr and Mrs Wilde wish to buy a three bedroom semi-detached house. Instead of showering them with a variety of properties, investigate their needs further. Why do they want to move? What features do they require that their present property doesn't offer?

In this case it's because their two bedroom flat is now too small; they have a three year old child and another on the way. Schooling will soon be a consideration as will a garden for the children to play in. As a professional agent you now offer them properties that provide a solution to their problems of

- Needing more bedroom space
- A garden
- Schooling facilities

What you don't do is tell them to visit your web site or send them every property in their price range and hope that they can 'join the dots up' themselves.

**Strategy:** Discover why a buyer wants to move and then demonstrate how a property you're selling resolves their issues.

The benefit of following this approach is that it

- Saves time – you can quickly judge whether you are able to help these buyers or not
- Enhances your reputation - you show a genuine interest in the buyer's needs, which is unlikely to be forgotten when they want to instruct an agent to market **their** property
- More sales – increases the possibility of matching the right buyers with the right properties

The 'find problems and offer solutions' is only the first step in becoming an effective and successful sales person. We'll explore this further in later strategies.

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