

Buyer's Agent Team Coaching™

Session 8

The Four Stages of a Buyer



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Learn the four stages buyers go through

THE FOUR STAGES OF A BUYER INTRO

Intro Script:

_____, there are four stages most buyers go through in determining to purchase a home. I share this with you to educate you on these stages and enhance your customer/buyer experience.

Option 1: *I am not 100% sure where you are in these four stages. In knowing that it would aid you in whatever stage you are in; additionally it would help me provide you the right level of service.*

Option 2: *I am not 100% sure where you are with respect to these stages. My desire would be to match the stage you are in with the right level of service for your personal needs.*

Option 3: *Here is the truth, as I educate you on these four stages, whatever stage you are in currently is totally fine. At (Company, Team, or Agent) we are not in the business of rushing or putting pressure on buyers. Our focus is serve clients in the manner they determine and define to help them.*

THE STAGES

THE FIRST STAGE IS THE DREAM STAGE

THE SECOND STAGE IS THE INFORMATION GATHERING STAGE

THE THIRD STAGE IS THE JUST LOOKING STAGE

THE FINAL STAGE IS THE ACTIVE BUYER STAGE

Most people think the active buyer stage is when you are out with an agent looking at homes. The truth is, you are in the active buyer stage when you come to a conclusion that making a purchase of a new home would be a good decision for you and your family.

The active buyer stage really begins when you have processed the information about the marketplace, opportunities, your needs, wants and desires and settled on that acquiring a new home would be good for you and your family.

THE FOUR STAGES OF A BUYER DISCOVERY

Discovery Script:

Option 1: *Based on what you have expressed to me it seems like you might be in the _____ stage, is that correct?*

Option 2: *Because you expressed that you are just looking I would assume that you are at stage 3 out of 4. What information do you think you would need to confirm that taking advantage of today's opportunities in our local _____ marketplace would be wise for you and your family?*

Option 3: *If you were to express where you are based on these four stages...what stage would it be?*

Can I ask why you selected that stage?

THE FOUR STAGES OF A BUYER TRANSITION TO CLOSE

Transition to close Script:

Option 1: *Because you are at the _____ stage, we have found that the best next step is to book a simple appointment. This will help you make the _____ stage, the most (informative, productive, fun, engaging, worthwhile, stress free, comfortable) as possible.*

Option 2: *It's been our experience that the (people, buyers, customers or clients) that are in the _____ stage find real value in having a quick appointment. It's no cost or obligation but it provides you with the right information about the market so you can be more (productive, comfortable, stress free) in the _____ stage.*

Option 3: *The easiest next step would be to set a quick consultation. By having me understand your needs, wants, desires and expectations we can (custom fit, target, enhance) the information you are receiving to better serve you.*

BREAKOUT SESSION

BREAKOUT SESSION 8

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 8

1. Practice these stages of a buyer scripts you've learned today.