



SALES MEETING VIDEO SERIES

BUYERS: NEEDS ANALYSIS

Purpose:

This video session is designed to provide the skills and techniques needed to deal with the following questions:

- ✓ What is the purpose of a Needs Analysis?
- ✓ What type of questions should be used?
- ✓ How can you make sure you really understand what they need?

Areas for Improvement:

Company Key Management Numbers:

- ☐ Average Price/Transaction
- ☐ Average Commission/Trans Side
- ☐ Percent of Business from Listings
- ☐ Listing Inventory Sales Rate
- ☐ Average Days on Market
- Percentage of Sales that Close

Listing Income Chain:

- ☐ Contacts
- ☐ Appointments
- ☐ Presentations
- ☐ Listings
- ☐ Sales
- ☐ Close

Buyer Income Chain:

- ☐ Contacts or Inquiry
- Appointment Process
- Credit Qualification
- Selection & Demonstration
- ☐ Contract
- ☐ Close

Next Steps and Reinforcement:

These “Next Steps” are reviewed at the end of the video. They will help you create the environment for discussion with your team.

- ✓ Discuss in the meeting how we feel Buyers change their minds but how it could be because of a Bad Needs Analysis
- ✓ Discuss how having a Formal Process and written questions can help
- ✓ Come up with some good questions

Recommendations for Additional Discussion and Reinforcement:

Break into groups and have them come up with the 3 best questions to ask a Buyer. Then have each group give their best.