

## Qualifying Customers Through Discovery

1. Discovery = a process of learning as much as you can about your customer, such as: their wants, needs, interests, motivations, hot buttons, kids, grandkids, pets, fears, concerns, etc.
2. Why Is Discovery So Important?
  - a. Discovery helps us determine what, where, when, how to show customers
  - b. The more we learn in discovery, the easier it is to demonstrate the area, community, clubhouse, amenities, and homes
    - i. He is a golfer and she enjoys ceramics
    - ii. She plays tennis and he is a woodworker
  - c. The more we learn in discovery the easier it is to do follow up
  - d. Discovery is the starting point of every great sales presentation
  - e. Understanding the customer helps you build a deeper, lasting relationship and they see you as a trusted friend, and not just a salesperson
3. To do discovery over the phone, you need to build rapport.
  - a. 55% of communication is body language
  - b. 38% of communication is tone, tempo, pace, volume
  - c. 7% of communication is the actual spoken words
  - d. When you mirror someone's voice, they feel connected to you.
4. How do you discover information about your customers?
  - a. With good questions
  - b. Customers should be talking 75% of the time
5. What is your best question?
  - a. What is it that's making you consider moving?
  - b. Can you imagine....
  - c. Tell me more about that....
  - d. How would you arrange furniture in this room?
6. When is the Best Time for Discovery?
  - a. ANYTIME
  - b. Phone calls, Emails, In Person
  - c. Driving Customers In Your Car, touring neighborhoods and clubhouses, showing homes. Discovery is on-going
7. What information do we need from our customers?
  - a. WHY / Motivation / Hot Buttons
  - b. Experience
  - c. People
  - d. Timeframe
  - e. Requirements
  - f. Ability
  - g. Hot Buttons – such as security, family, financial, love, prestige, ego, convenience
  - h. Urgency