

# Identifying Buying Signals

Distinguishing buying signals to close a Sale

# Objectives:

- Define buying signals.
- Enumerate the reasons why we need to use buying signals.
- Identify the different buying signals a customer gives in a call.
- Role play of what to do after buying signals

# What are buying signals ?

Buying signals are behavioral cues that indicate a prospect is interested in what you are selling or is ready to buy

# What are buying signals ?

## WHAT DOES IT MEAN?

**CONTROLLING THE CONVERSATION** means that even when a prospect has a question or raises an objection, you are able to **BRING THEIR FOCUS RIGHT BACK** to the purpose of your call:

*Help him or her see their need for our services*



# Importance of identifying buying signals:

- To address all customer`s doubts/objections that he has before buying our service/ product
- Triggered to convert into a sale.
- To prepare to close the deal.



# What happens if we miss them?

- Exhaust the customer's interest.
- Take a longer time to close the sale.
- Lose the deal entirely.



# 5 Signals the Customer is Ready to Buy

1. Customer is asking a lot of questions about the service.

*"So, how exactly will you put me on the first page? How long will it take for my customers to see me in Google? Do I have to do anything?"*

2. Customer starts repeating a benefit statement.

*"Okay. So, I get to be on the first page faster because of the Megawebsite?"*

3. Customer is asking about payments and price.

*"So this on a month to month basis and there is no contract?"*



## 5 Signals the Customer is Ready to Buy

4. Providing verbal cues while you are providing your pitch.

*“Okay, that sounds interesting.”, “Sounds good”, “So happy that you explained this to me” etc*

5. Reinforcing or agreeing with your ideas.

*“Well yes, I can take on more customers especially now, because I got a new truck”*



# MISSED OUT ON THE CUSTOMER'S BUYING SIGNALS?

Don't be afraid to solicit them!

Checking the temperature questions can help you solicit buying signals from potential customers. It's also a technique which will help you answer questions the customer has about the service.



# Undercovered buying signals

One of the characteristics from our job is that we cannot see the body language of the customer so the only tool we have to instantly identify the buying signals are the following:

- Tone of voice
- Pauses to think on what we just said
- Customer sharing information about their needs or current issues
- Engagement with a competitor



## How to react to a Buying Signal?

Now that we have an idea of what a Buying Signal is we must understand how to react to it. There are different types of reaction depending on the Signal, however it is crucial to understand that dodging a buying signal or reacting with the minimum acknowledgement is the first thing we need to avoid.

To fully understand how to react to a Buying Signal we've established some ways to do so:





## How to react to a Buying Signal?

**Transition:** Acknowledging the Buying Signal and using it to transition is one of the most efficient ways to address a buying signal

**Can I decide the services and phrases that will show me on the 1st page?**

There's a lot of information that we can put on your webpage regarding your business. More than that, why don't we do this. I'm sending now the SA, please reply "I agree" and after that send me via Text Message as well what is it that you want us to put on your website. Or if you rather shoot me an email with that.



## How to react to a Buying Signal?

**Clarify and “Yes Yes Question”:** By making sure that a question is used on your own favor you can use this technique where you put the customer’s concern first by clarifying any questions the customer may have and slightly move to a “Yes Yes Question” which is asking a question where any of the answers will benefit you.

**How much is the cost of the service?**

What we need to secure today is ONLY \$49.99 to start up the campaign and your monthly fee will kick in after 30 days. We can start working on the account after we settle the reactivation fee. Are we going to use the card on file ending in XXXX or will we use a new one?



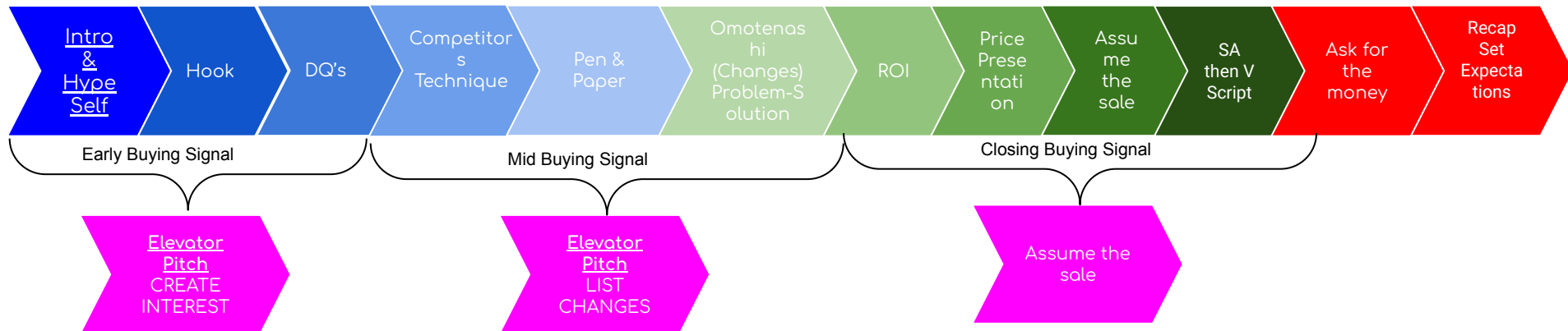
## How to react to a Buying Signal?

Dig deeper: There will be some scenarios where the customer will be just fine, he'll have an amazing website, hundreds of reviews, great rating and he will be fully booked. On this scenarios we can try to dig deeper into the customer's reality to fully prove if what the customer is telling us is true. Asking direct questions regarding business management, advertising campaigns and growth plans can guide you to a sale.

I really appreciate you calling me but, trust me, I'm fine, fully booked, all of them contacted me via my email and they always leave reviews.

This sounds amazing and I'm really glad that this is happening, now I would like to know more about the strategy you have for growing your business, you know, there's gonna come one day where you won't have enough personnel, tools, time or any other resources to take care of so many jobs. In that case we two know that a business must grow or it could die. That's what we're here for, to plan for the future or for unexpected situations like the one we're going through, COVID.

# Buying signals at different stages



# Questions?



# Fast Ball Activity