Mastering Buying Criteria:
Selling Through Client Values

ChatGPT Share – Please note this link is only valid for a short period of time.
https://chatgpt.com/share/68e562c1-4730-8002-a541-ff9a1d5ca329

Quick recap

Eben focused on teaching strategies for helping people make informed decisions and purchases, using archery as a metaphor to illustrate the targeting and scoring process in sales. He emphasized the importance of understanding client needs through direct engagement and customer development, while highlighting how generative AI tools can be used to explore client challenges and shift decision-making criteria. The discussion included practical examples from various industries, including real estate and design consulting, to demonstrate how understanding and addressing client buying criteria can lead to more successful sales outcomes.

Summary

Decision-Making and Generative AI
Eben announced that the focus for the month would be on learning how to help people make decisions and buy things in their best interest, emphasizing the importance of clear thinking when using generative AI. He drew a metaphor from archery, comparing it to life and sales, where the first step is to establish a target, followed by determining how to keep score and finding a scoring partner for accountability. Eben expressed his belief that everyone should try Olympic recurve archery to gain insights into life and improve their skills.

Understanding Client Needs for Sales

Eben discussed the importance of understanding a client's true needs and desires rather than assuming what they should want. He emphasized the concept of customer

Future Coach

development, where a product or service is created, tested with potential clients, and improved based on feedback. Eben highlighted that many businesses skip the sales process and go straight to marketing, which he believes is a mistake. He also drew parallels to personal relationships to illustrate how misunderstandings can occur if one party assumes they know what the other wants. Eben concluded by explaining that clients' buying criteria are the values they use to make decisions, and understanding these criteria is crucial for effective sales.

Client Research and Industry Insights

Eben shared his approach to learning about potential clients by engaging with them directly, emphasizing the value of asking questions to gather insights. He highlighted how this method led him to recognize a shift in his industry, noting an increased interest in software among info marketers. Eben stressed the importance of viewing sales conversations as opportunities for research, as this approach not only helps in understanding client needs better but also often leads to new product ideas. He concluded by explaining the incremental nature of scientific progress, drawing parallels to how continuous research and learning drive success in both science and business.

Shifting Criteria in Real Estate

Eben shared his experience from the real estate industry to illustrate how criteria shifting can influence decision-making. He explained how sellers often prioritize commission fees, but real estate agents can change this focus by offering additional value, such as saving money on other fees or providing improvements that increase the property's value. Eben also demonstrated how shifting the criteria to factors like the speed of sale can alter a seller's perspective, as agents might offer guarantees to expedite the process.

AI Tools for Client Education

Eben discussed the common problem of entrepreneurs offering products that may not align with clients' true needs, emphasizing the importance of educating clients to make better decisions. He introduced the use of AI tools like ChatGPT, Claude, Grok, and Gemini to explore client challenges and shift decision-making criteria. Lori shared her experience in residential and commercial design build consulting, focusing on affluent clients, and described her three-tiered service packages: Basic ($10,000), Premier ($25,000), and VIP ($50,000), which include planning, design, and project management phases.

Affluent Client Buying Criteria Insights

Eben and Lori discussed the buying criteria for affluent clients, with Lori explaining that clients want to see examples of her work, understand her process for turning vision into steps, and have someone oversee construction with knowledge. Eben used generative AI to identify additional criteria, including that clients are money-rich but time-poor, and emphasized the importance of asking about both "toward" and "away from" values. They discovered that clients are not motivated by price but by results, confidence, and emotional relief, and that social proof through awards and testimonials is important.

Luxury Sales Strategy Insights

Eben shared insights from Robert Cialdini about pricing strategy, suggesting that luxury sales should start with the highest-priced item to establish an anchor point. Lori discussed her approach of having clients create Pinterest boards to visualize their home preferences, and Eben advised showing them something 20-50% nicer than their initial vision. They explored how affluent buyers value clarity, control, and transparency in the design process, with Lori emphasizing the importance of maintaining client oversight while handling project complexity.

Luxury Real Estate Client Criteria

Eben shared a document outlining client values and buying criteria for luxury real estate consulting services, emphasizing the importance of speaking directly to these criteria in sales presentations and website content. Lori recognized the timing was perfect for her website copy updates and planned to use the document to secure a blanket referral agreement with her broker. Eben encouraged everyone to identify and address their clients' specific decision-making criteria in their offerings.

Future Coach