

MANAGER'S MEETING

9-26-2016

WHY DOES EVERY STORE HAVE A RETURN POLICY?

BUYER'S REMORSE

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- Why do people change their mind?
 - People **buy** based on **Emotion (Feelings)**
 - But they **justify** it based on **Logic (Facts)**
- Do people really change their mind?
 - A change of mind requires a new decision!
 - Split Second Choice (**Temporarily Insane**)
 - **Fight** or **Flight**

BUYER'S REMORSE

- How can you change their mind?
 - **Lighten the Load!**
 - Make it **easy** / make it **okay** for them to change!
 - Make them **feel good** / make them **feel confident** about making the change!
 - “You Can’t Fillet a Nibble” - Gary Coxe
 - Hook, Line and Sinker!
 - For it to count, you gotta get it in the boat!
 - **Recruiting is nothing more** than a **sales process!**
 - In **Sales or Recruiting**, you get **Buyer’s Remorse** in **Both!**

BUYER'S REMORSE

- How to Eliminate Buyer's Remorse?
 - **Quality**
 - Agent
 - Market
 - Presentation (Address Concerns **before** they come up)
 - **Credibility**
 - If you say it, they **doubt it**. If they say it, **it's true!**
 - **Quantity**
 - At the end of the day, it's still a **numbers game!**
 - You won't win them all! You won't keep them all!