

Module no. 3 Buyer Psychology and Buying Intent k Notes

▶ The Core of Buyer Psychology

1. **Emotion over Logic:** Understanding the mindset of your potential client is the secret to closing deals. Most people buy based on how they feel in the moment, then use logic to back up that decision later.
2. **The Decision Journey:** A typical buyer moves through a specific cycle: Problem, Emotion, Logic, Action.
3. **Empathy Matters:** To win, you must become emotionally intelligent and think from the client's perspective.

▶ Types of Awareness-Based Leads

1. **Type-1 (Difficult Leads):** These people know they have a problem but don't know the solution yet. They are harder to close because you have to educate them.
2. **Type-2 (Easy Leads):** These people know both the problem and the solution. They are ready to hire, you just need to show them, why you are the right fit.
3. **Strategy:** You must create different content and communication tactics for both types to attract them effectively.

▶ Emotional vs Logical Triggers

1. **Value First:** Never make your audience feel "afraid" just so you can sell to them. Always provide genuine value first.
2. **Build Instant Trust:** Show your price and proof of previous results immediately to satisfy their logical side.
3. **The Guarantee:** Offer a 100% value guarantee for solving their problem to remove the fear of "buying wrong."
4. **Avoid Over-Explaining:** Don't bore high-level clients with basic things, or you will lose their interest quickly.

▶ Identifying High Buying Intent

Body Language & Source: Pay attention to where the lead came from and what specific questions they are asking.
Signs of a "Ready" Buyer:

1. They ask for a snippet or sample of your work.
2. They ask, "When can we start the project?"

The Golden Rule: When you find a lead ready to buy, perform a direct sell and grab the opportunity.

The "Cash It" Formula

1. Identify the right person (the buyer).
2. Reach them at the right time and place.
3. Use the right psychology in your talk.

And! You will cash and turn them into lead.

I hope it will guide you, JazakAllah u Khair