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# The 7 Beliefs: Why People Buy (and Why They Don't)

## Intro

Alright, so today I want to give you guys one framework that completely changed how I think about sales. And once you understand this, you're going to look back at every conversation you've ever had with a potential client and go, "Oh, that's exactly what was happening there."

It's called the Belief Ladder. Seven beliefs. Every single time a prospect says yes, all seven of these are in place. Every single time they say no, or they ghost you, or they say "let me think about it," one or more of these is missing. That's it. That's the whole game.

Whether you're in roofing, plumbing, HVAC, general contracting, real estate, whatever, this applies across the board. Because people buy the same way regardless of what you're selling.

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## Belief 1: Pain

The prospect has to believe they have a problem that's keeping them from getting what they want. No problem, no sale. Period.

A homeowner calls a roofer. The roof is 18 years old, they've had two small leaks, and they've been putting it off. The pain isn't "I want a new roof." The pain is water damage, insurance risk, and the anxiety of knowing something's wrong but not knowing how bad it is. Go deep there. Don't just schedule an estimate. Find out what it's already cost them.

Same thing in real estate. A seller calls you. House has been sitting for 90 days with another agent. The pain isn't "I need a new agent." The pain is carrying costs, a price reduction they didn't want to take, and the deal they can't make on the next house until this one closes. That's what you dig into.

If you move past this too fast, you lose the sale later and you won't even know why. This is 80% of it.

Discovery questions for Pain:

- "How long has this been going on, and what's it actually cost you so far?"
- "What made you finally pick up the phone today versus six months ago?"
- "Walk me through what a typical week looks like dealing with this problem."

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## **Belief 2: Doubt**

The prospect has to believe that trying to fix this on their own, at this point, would cost them more time, money, or energy than just hiring you.

A homeowner is getting three bids and thinking about managing the project themselves to save money. Your job isn't to trash that idea. It's to help them do the math. What's their time worth? What happens if they hire the wrong sub? What's the cost of a job that drags six weeks past the deadline?

For real estate, a seller is thinking about going FSBO. Walk them through what they don't know. Negotiation, disclosure liability, marketing reach, buyer financing fall-through. Not to scare them. To help them see the gap between what they think they can handle and what the process actually requires.

And sometimes the doubt is already there. They called you. They're not calling because they think they've got it figured out. Read the room and don't over-sell this point when you don't need to.

Discovery questions for Doubt:

- "Have you looked into handling this yourself or going a different route? What stopped you?"
- "What's your experience been trying to manage this kind of thing in the past?"
- "What's the part of this that feels most outside your wheelhouse?"

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## **Belief 3: Cost**

The prospect has to believe that doing nothing is more painful than whatever they're going to invest with you. This is where real urgency comes from.

A property manager keeps patching an HVAC system that's 15 years old. Every patch is \$400 to \$800. It's going down every summer. Tenants are complaining. One bad August and he's got a habitability issue. The cost of doing nothing isn't just the next repair call. It's tenant turnover, potential legal exposure, and emergency replacement at the worst possible time at the worst possible price.

Help him see that number. When the total cost of delaying is sitting on the table, the price of replacing it now looks completely different.

Discovery questions for Cost:

- "If this doesn't get resolved in the next 90 days, what does that actually look like for you?"
  - "What's this problem already cost you, and do you see that getting better or worse if nothing changes?"
  - "If you're in the same exact spot a year from now, what does that mean for you financially?"
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#### **Belief 4: Desire**

The prospect has to believe that fixing the problem leads somewhere worth going. This is what I call painting the other side.

A remodeling contractor is talking to a homeowner about a kitchen renovation. Don't just talk countertops and cabinets. Ask what they're actually after. Is it resale value? Is it finally having the house they've always wanted after 12 years of tolerating a layout they hate? Is it hosting family? Is it the fact that every morning they walk into a kitchen that makes them feel like they're behind?

Put a number on it where you can. "Kitchens like this in your neighborhood are adding \$40K to \$60K in resale value." Now the desire has both an emotional and a financial anchor.

Discovery questions for Desire:

- "When this is done and done right, what does that look like for you?"
  - "Beyond the project itself, what does getting this resolved actually give you back?"
  - "If we knocked this out exactly the way you're hoping, what's the number you'd want to see on the other side of it?"
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#### **Belief 5: Money**

They need to have the resources and the willingness to invest. Two separate things.

Don't open with price. Ever. Get them bought in first.

A roofing customer who sees the damage, understands the risk, and is emotionally connected to protecting their home is a completely different conversation on price than a roofing customer who just wants the cheapest bid. Same roof. Totally different conversation.

If they push back on price, that's almost never really about the money. It's because one of the earlier beliefs isn't solid yet. Go back and find the gap.

Discovery questions for Money:

- "Is budget something you've already thought through, or is that still open depending on what the right solution looks like?"
  - "When you've made investments like this in the past, how have you typically approached it?"
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### **Belief 6: Support**

If there's a spouse, a business partner, or someone else who has a stake in this decision, that person has to be on board.

You've all had this happen. You have a great conversation. They're bought in. Then they say "I need to run it by my wife" and you never hear from them again. That's not a money objection. That's a support problem.

A contractor quoting a significant remodel or commercial build-out needs to ask early who else is involved. Because a proposal that goes to someone who wasn't part of the conversation is a proposal that dies in someone's inbox.

Discovery questions for Support:

- "Is there anyone else involved in pulling the trigger on something like this, or is this your call?"
  - "If this makes sense, is your partner or spouse going to be part of that conversation, or are you good to move forward?"
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### **Belief 7: Trust**

The prospect has to believe that your solution is genuinely different from whatever they've tried before, and that it's actually going to work for them.

Almost every customer you talk to has a story. A contractor who ghosted them halfway through a job. An agent who told them what they wanted to hear and then underdelivered. A company with great reviews that turned into a nightmare.

When they're skeptical with you, they're not being difficult. They've been burned before. Your job is to show them specifically why their last experience went wrong and how your process is built differently. Walk them through your system. Show them how you communicate, how you handle problems when they come up, what accountability looks like. Make it concrete.

That's what builds trust. Not testimonials alone. The explanation of why this time is different.

Discovery questions for Trust:

- "Have you worked with anyone on something like this before? How did that go?"
  - "What would need to be true about how we work together for you to feel like this was the right call?"
  - "What's the biggest thing that would make you hesitant to move forward, even if everything else checked out?"
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## **Bringing It Together**

This framework gives you a checklist. Seven boxes. Before you ever get to pricing, before you ever ask for the close, you want to know that all seven of these are checked.

And the way you build these beliefs isn't by telling people things. It's by asking the right questions and letting them arrive at these conclusions themselves. Because when they say it out loud, it becomes real for them. That's what creates the kind of conversation where by the time you get to the close, they're basically already there. You're not convincing anyone of anything. You're just helping them see clearly what was already true.

That's the whole game.

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