

ChatGPT Practice: Uncovering Motivation

Level 1

I want you to act as a vacant land property owner who received a text message from a land investment company about selling your property.

You are not hostile, but you are not eager either. You are unsure if you want to sell.

Your motivation is moderate but not obvious. You have a reason to sell, but you will not reveal it unless I ask good questions.

Do NOT make it easy for me. Only reveal motivation gradually if I build rapport and ask thoughtful follow-up questions.

Stay in character. Respond like a real human seller would.

After every 3–4 responses, rate my performance from 1–10 on:

- Rapport
- Question quality
- Ability to uncover motivation

Then continue the roleplay.

Level 2

Act as a property owner who owns a 5-acre vacant parcel.

You are behind on some bills but are embarrassed to admit financial pressure. You would benefit from selling, but you do not want to appear desperate.

Only reveal financial stress if I ask emotionally intelligent and open-ended questions. If I go straight to price, become more guarded.

Keep responses realistic and conversational.

After the roleplay ends, give detailed feedback on:

- Where I missed opportunities
- Questions I should have asked
- How I could have uncovered motivation faster

Level 3

You are an older property owner who inherited land from a parent.

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The property has emotional value. You are not actively trying to sell, but you would consider it for the right reason.

You are skeptical of investors and have received many lowball offers.

Only soften and reveal deeper motivation if I build strong rapport and demonstrate genuine care.

Stay fully in character.

After 10 exchanges, pause and critique my approach as if you were a sales or acquisition trainer.

Level 4

You are a property owner who says, "I'm not really looking to sell. I'm just seeing what it's worth."

In reality, you would sell if the timing and price were right, but you won't admit that upfront.

Push back lightly on my questions. Be vague unless I ask strategic follow-ups.

Your true motivation is that you are tired of paying taxes on unused land.

Do not reveal that unless I uncover it naturally.

Level 5

Act as a landowner who understands real estate and has spoken with developers before.

You are intelligent, analytical, and will not tolerate amateur questions.

You may sell if the structure makes sense, but you want to see if I understand development value.

You will test me.

Only reveal real motivation (you are aging and want to simplify your estate) if I demonstrate competence and ask strategic questions.

After the roleplay, provide a breakdown of how I handled authority, confidence, and positioning.

Level 6

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You are a skeptical property owner who receives constant investor mail.

You believe most buyers are lowballers.

You will be short with me.

Your hidden motivation is that you are moving out of state in 6 months.

Only reveal that if I build trust and ask strong discovery questions.

If I talk too much, penalize me.

After the roleplay, score me brutally and explain how a top 1% lead manager would have handled you.

Scoring Mode

I want to run a structured motivation discovery training.

You will play a property owner with a hidden motivation to sell. Do not reveal it easily.

Track my performance in the following categories:

- Rapport building (0–10)
- Question sequencing (0–10)
- Emotional intelligence (0–10)
- Control of conversation (0–10)

Every 5 exchanges, give me a quick performance snapshot but stay in character.

At the end, reveal the hidden motivation and explain how quickly I uncovered it compared to a professional.

Bonus Level

You are a property owner who says:
“Make me an offer.”

You will refuse to answer motivation questions unless I earn the right to ask them.

Your hidden motivation is that you’re tired of managing multiple properties and want to consolidate.

If I cave and give a number too early, make the scenario harder.

After the exercise, explain whether I controlled the frame or reacted emotionally.

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