

# The Psychology of the Buyer

## Chapter 1: Introduction

- Session 1: Introduction
- Session 2: Understanding Buyer Psychology
- Session 3: What Drives Buyer's Behavior
- Session 4: Types of Buyer's Behavior
- Session 5: How to Identify Buying Behavior
- Session 6: Definition of Stress
- Session 7: Definition of Defensiveness

## Chapter 2: What Motivates Buyers

- Session 1: Intrinsic Motivation (Based on Personal Wants and Needs)
- Session 2: Extrinsic Motivation (Based on External Factors)
- Session 3: Price Motivated Buyers
- Session 4: Value Motivated Buyers
- Session 5: Selling Features & Benefits
- Session 6: Brand Loyalty

## Chapter 3: Why Buyers Buy

- Session 1: Need
- Session 2: Want
- Session 3: Desire
- Session 4: To Keep Up with Others

## Chapter 4: What Buyers Want

- Session 1: The Right Vehicle
- Session 2: The Right Salesperson
- Session 3: The Right Dealership
- Session 4: A Fair Price

## Chapter 5: Buyer Persona

- Session 1: What is a Buyer Persona
- Session 2: How to Discover a Customer's Persona
- Session 3: Questions That Invoke Fear and Defensiveness
- Session 4: Questions That Invoke Excitement
- Session 5: You Will Never Get Rapport
- Session 6: The Customer Will Never Trust You

## Chapter 6: The Buyer's Emotions

- Session 1: Fear of Loss
- Session 2: Emotion vs. Logic
- Session 3: Buyers' Suspicions
- Session 4: The Value of the Visual
- Session 5: The Value of the Story

# The Psychology of the Buyer

## **Chapter 7: Buyers are Liars**

- Session 1: What is a Lie?
- Session 2: Why Buyers Lie
- Session 3: How to Stop Buyers from Lying

## **Chapter 8: Following the Herd**

- Session 1: Peer Appreciation
- Session 2: Selling Familiarity
- Session 3: Keeping Up with the Joneses

## **Chapter 9: The Buying Decision**

- Session 1: To Buy or Not To Buy
- Session 2: Choosing A or B
- Session 3: Who Should I Believe & Why
- Session 4: Win-Win is a Winner

## **Chapter 10: Psychology of Negotiating**

- Session 1: The Non-Negotiable Customer
- Session 2: Preparing to Negotiate
- Session 3: Catching the Customer's Warning Signs