

Prospective Buyer's Motive Checklist

Use this form to make sure that you have thought through all the *key* needs and desired benefits your potential buyers might want from you. List them out in the first column. Remember that even if you are selling to or attracting *businesses*, they are run by *people* with their own personal needs and desires as well as what they want for their business. Check that you have matched your products to meet their needs, and that you *know* what the benefits are that relate to their needs.

Psychological and Lifestyle Needs

e.g. attention, higher self-esteem, sexiness, attractiveness, etc.

| Need/Want | Related features of my Product/Service | The Benefits I Offer |
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Social Needs

e.g. love, companionship, support, partnerships, marriage, etc.

| Need/Want | Related features of my Product/Service | The Benefits I Offer |
|-----------|--|----------------------|
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Financial Needs

e.g. more profitable, more personal income

| Need/Want | Related features of my Product/Service | The Benefits I Offer |
|-----------|--|----------------------|
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Business/Organizational Goals

e.g. better team spirit, launch new division, better leaders, more employee loyalty, etc.

| Need/Want | Related features of my Product/Service | The Benefits I Offer |
|-----------|--|----------------------|
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Product/Service Requirements

These are the key features or functions the potential buyer requires in your service or product, e.g. quality, durability, low price, etc.

| Need/Want | Related features of my Product/Service | The Benefits I Offer |
|-----------|--|----------------------|
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Summary

In this section, summarize the key needs/desires your potential buyer has, and then once again match the features and benefits. These will be the ones you most stress during a sales call or marketing piece.

| 3 Key Needs | 3 Key Features | 3 Key Benefits I Offer |
|-------------|----------------|------------------------|
| 1 | | |
| 2 | | |
| 3 | | |