

Buying Signals

If you've been in sales for any length of time it's likely you've encountered a prospect who made the act of closing the sale easy. This customer likely gave you all the signs that he liked what he was seeing and that he saw the perceived value in what you were selling. What were those subtle signs that made you believe that you could get the lease right at that moment? Most in the business of sales call these sometimes subtle clues "buying signals". So what does a buying signal look like and/or sound like?

Here are some ideas to give you a heads up on what your customer might be thinking.

- ◆ *If a customer asks about price, fees, deposits...this could be a buying signal. Why?*
None of these items are important if the customer isn't remotely interested in what you're selling. The customer is saying, "I like it, so I need to know what it's going to cost me." If the customer doesn't like the product, there is no point in getting financial details.
- ◆ *If the customer inquires about the application process/timing and/or the lease agreement...this could be a buying signal. Why?*
Detailed questions about terms of the contract mean that the customer has likely already emotionally committed to the apartment and his rational line of thought is to cover all of the bases. Believe it or not, even an inquiry about breaking the lease is a buying signal. The customer already sees himself as a resident who might have to leave for some reason.
- ◆ *If the customer asks about you...this could be a buying signal. Why?*
The customer likely sees you as an important reason for saying yes. How long you've been with the company and whether you live at the community adds credibility to his decision to buy.
- ◆ *If the customer asks about whether his furniture will fit or whether he can paint, add shelves... this could be a buying signal. Why?*
The customer is likely envisioning himself in the apartment with all of his belongings. Furniture placement and decorating ideas are the "easy" part for him. He already likes the product.
- ◆ *If the customer makes positive comments about the apartment features...this could be a buying signal. Why?*
The customer might be waiting for you to "ditto" his sentiment in order to validate what he's feeling. If he's touring with another guest, he could be asking for their opinion as well. This is a true indication that the customer is looking for a "buy in".

No matter what kind of sales you do, good listening skills will serve you well. Knowing what to listen for will help you to close the sale on the first visit more often. Remember, even if you don't get the rental on the first visit, these same buying signals apply when following up with a customer.