



MRAA E-LEARNING COURSE

Buyer Motivation: The Key to Building Value

Instructor:

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Target Audience:

OWNERS, MANAGERS & STAFF



Course Description

In today's ever-evolving market, face-to-face interactions with shoppers are being diminished, giving those of us in sales precious few moments to build rapport and develop a winning sales strategy for our prospective customers. What's the culprit? The rapid advent of technology at the marine industry shopper's disposal, the changing customer demographic being technologically savvy, and the amount of time spent shopping on the Internet before even walking into our dealerships, just to mention a few.

This course will greet these challenges head-on. Because of the changing times, we need to learn how to build personal value for the customer right off the bat. Understanding customers' personal buying motivations and being able to present personalized features and benefits while engaging customers in the process will assure "Personal Value" is being built. After all, value is what people buy, and value is different for everyone.

“

IT'S MORE IMPORTANT THAN EVER

THAT YOUR SALES PEOPLE GET IT

RIGHT THE FIRST TIME. ”

”

Learning Objectives

- Explain what a customer buying motivation is.
- Identify their customer's personal buyer motivations.
- Describe the four main buying motivations that govern most purchases.
- Translate features into personalized benefits to customer's buyer motivations
- Use the six magic words as a transition statement for a personalized feature/benefit presentation.



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How to access this course

MRAA Member:

- 1 Go to MRAATraining.com & log in using your MRAA username & password.
- 2 In the MRAA's Learning Management System, select "Course Catalog."
- 3 Search "Buyer Motivation"
- 4 Select the course: "Buyer Motivation: The Key to Building Value," launch the modules and enjoy!

Non-Member:

- 1 Fill out the custom form linked below to receive a username and password from the MRAA.

<https://www.mraa.com/page/CCSignUp>

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