

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

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

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

Financial Needs
e.g. more profitable, more personal income

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

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

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

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		