

SIX BUYING MOTIVATORS

There are six categories that all car buyers fit into. Once you establish which category, or combination of categories, a customer fits into, you can tailor your sales pitch to fit them. The categories are called buying motivators. These motivators are referred to by the acronym “S.P.A.C.E.D.” which stands for Safety, Performance, Appearance, Comfort, Economy and Dependability. Knowing what kind of customer you are working with will help you sell to them.

Safety:

Safety buyers are usually parents or grandparents and they are looking for a vehicle that will be safe for them to use to transport children. These buyers are interested in features like:

- air bags
- crumple zones
- anti-lock braking system
- break away motor mounts

Always associate a feature with a benefit:

- Air bags offer extra restraint in an accident
- crumple zones move the energy or the force of a collision around the passenger cabin so that people are not jolted with as much force in an accident
- break away motor mounts snap in a serious impact so that the engine and transmission fall down and go under the vehicle instead of being pushed into the passenger compartment
- anti-lock braking systems help to prevent accidents by keeping the brakes from locking up, keeping the vehicle from going into a skid, that way the vehicle is controllable even in a sudden stop.

Show customers the features that will help to keep them safe.

Performance:

Performance buyers tend to be men between the ages of 18 and 35. These buyers are interested in:

- engine size
- horsepower
- acceleration
- in some cases towing

These buyers want to look under the hood of a vehicle, they want to listen to the vehicle and see how it runs drives and handles. An effective tactic with the performance buyer is to compare vehicles. Tell them the advantages of your vehicle over the competition. A performance buyer is often in the market for vehicle superiority.

Appearance:

The appearance buyer is in the market for a good looking vehicle. These buyers tend to be very diverse, every age group is represented as are both sexes. Everyone wants to be in a vehicle that is visually pleasing. The way to appeal to these buyers is to point out the sleek lines and trim, to bring up the paint and touch on the interior. Appearance buyers are also interested in how they will look in the vehicle or standing next to it, along with how it will look in their driveway. The simplest way to appeal to these buyers is to appeal to their sense of vanity.

Comfort:

Comfort buyers are in the market for a vehicle that will fit their lifestyle. Most buyers want to be in a vehicle that is comfortable. Buyers that are primarily interested in comfort are usually between the ages of 45 and 70. These customers are interested in things like ride comfort and seats, they are also interested in the ergonomics of the vehicle. Sit these buyers down in the vehicle's driver's seat and show them where all of the controls are and how all of the accessories work. Pointing out that all of the controls can be reached from the driver's seat highlights the thought that was put into the vehicle's comfort.

Economy:

The economy buyer is different from all of the other buyer types. This consumer does not necessarily meet any age or gender demographic. The economy buyer is interested in vehicle price as well as fuel efficiency and other monetary factors. There is a common misconception that economy buyers are lower income people when in fact they are generally middle aged people with mid-level jobs. This motivator is driven by the length of a commute and by type of driving done. Economy buyers are not feature driven they are numbers driven. They are interested in how the vehicle will save them money over the competition. Economy buyers can often be won over with annual operating cost data, and by real world driving statistics.

Dependability:

There are many types of dependability buyers and they are in the market for a lot of different vehicle types. One common dependability buyer is a parent

buying a vehicle for a child. These buyers are looking for a vehicle that will get their sons and daughters around with a minimum of upkeep after the sale. Parents want to know their child will be able to get from point A to point B. Another type of dependability buyer is the “jaded buyer”. The “jaded buyer” is one that has had a bad experience with a vehicle and they are trying to avoid the same situation again. These buyers are prone to using terms like "lemon" and are concerned with the miles on vehicle. Talking about low maintenance costs and warranties are the best way to deal with a dependability buyer.

SPECIAL REPORT