

# THE CONNECTION QUESTION

Building Trust and Relevance  
in a Changing Market

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Happy Grasshopper

2 HERE ARE  
my notes  
Enjoy! :)



# **Professional Sales is...**

**HELPING PEOPLE**

**GET WHAT THEY REALLY WANT**

**MORE QUICKLY**

## NOTES

THANK YOU FOR ATTENDING MY CLASS!

Two things:

- ① FOLLOW ME AT [CONNECTWITHDANSTEWART.COM](http://CONNECTWITHDANSTEWART.COM)
- ② READY TO FIX YOUR DATABASE? Book  
A FREE STRATEGY SESSION AT  
[happygrasshopper.com/strategy](http://happygrasshopper.com/strategy)

# Buyer Profiles

- 1. The Joiner**
- 2. The Faker**
- 3. The Royals**
- 4. The Greens**
- 5. The Combo Pack**
- 6. The Poor**

# THE JOINER

Name:

Date:

## BIGGEST FEAR

CHANGE

## MOTIVATOR

THINGS TO STAY THE SAME

## JOINERS I KNOW

## MY POWER QUESTIONS

WHAT'S MOST IMPORTANT TO YOU ABOUT..

- the neighborhood you'll live in? \*friendly people, kids, things to do
- the home you buy? \*good schools, safe, places to play/parks
- this real estate transaction? \*put down roots, in it for long term

## JOINER ANSWERS \*

## WHAT TO SAY TO JOINERS

TALK ABOUT...

- Community (things to do, meeting friends)
- History (constancy, certainty, age of trees)

THEY BUY THINGS TO PROTECT FROM CHANGE.

## NOTES

Joiners Join Things . . . clubs, teams, churches, etc  
and they sincerely value the connections they make  
there. They are 40% of the US population and  
are EASY to spot — look for team jerseys, bumper  
stickers, and ask the power question multiple  
times.

# THE FAKER

Name:

Date:

## BIGGEST FEAR

GETTING FOUND OUT

## MOTIVATOR

TO BE DESIRED

## FAKERS I KNOW

## MY POWER QUESTIONS

WHAT'S MOST IMPORTANT TO YOU ABOUT...

... your next home?

... the neighborhood you'll live in?

... this real estate transaction?

## WHAT TO SAY TO FAKERS

TALK ABOUT THE FUTURE

... "Looks like a great place for a party. Do you know who you'd invite?"

... "Wow—that's a big tub. Looks like more than one person could fit in there."

## NOTES

FAKERS live in the future they imagine for themselves. They will buy things they believe will cause them to be desired. They are status oriented, BUT haven't yet achieved the status they seek.

CAUTION : Fakers can waste your time and may be hesitant to get pre-qualified.

# THE ROYAL

Name:

Date:

## BIGGEST FEAR

BEING MISTAKEN FOR A  
FAKER

## MOTIVATOR

VALIDATION

## ROYALS I KNOW

## MY POWER QUESTIONS

WHAT'S MOST IMPORTANT TO YOU ABOUT...

...your next home?

...the neighborhood you'll live in?

...this real estate transaction?

## WHAT TO SAY TO ROYALS

"I think you deserve to get exactly what you want—and I'll work to make sure you do."

"What will it mean for you when you buy this home?"

## NOTES

Royals are HNWIs (high net worth individuals) and it's important to understand 80% of them created their prosperity. Because of this, they will sometimes deny themselves luxury and convenience.

They MUST feel validated. In other words, you need to help them feel they've earned the right to enjoy their wealth.

# THE GREEN

Name:

Date:

## BIGGEST FEAR

BEING PERCEIVED AS A  
CONSUMER

## MOTIVATOR

SAVING THE EARTH

## GREENS I KNOW

## MY POWER QUESTIONS

WHAT'S MOST IMPORTANT TO YOU ABOUT...

...your next home?

...the neighborhood you'll live in?

...this real estate transaction?

## WHAT TO SAY TO GREENS

Point out "green" features. Talk about energy efficiency/lack of waste/salvaged architecture.

Express appreciation for things that aren't disposable.

## NOTES

Greens often have money they hesitate to spend because they don't want to be seen as "showy".

In some markets, they'll buy small homes with expensive finishes.

# THE COMBO PACK

Name:

Date:

BIGGEST FEAR

IT DEPENDS

MOTIVATOR

IT DEPENDS

COMBO PACKS I KNOW

MY POWER QUESTIONS

WHAT TO SAY TO COMBO

## NOTES

a "combo pack" happens when there are more than one party in a transaction who have different buying psychology. For example, I may be a buyer and my wife may be a buyer. Your job is to figure out how to help both of them feel they're getting exactly what they want out of their home purchase.

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# Our Sincere Passion For Conversation

happygrasshopper.

## 01 We believe...

Everything we work to achieve in life is amplified by the relationships we build and maintain.

By consistently engaging others in conversation, we're able to unlock the magic of human connection.

Conversation is where we learn, fall in love, raise our children, negotiate contracts, and build our careers.

Happy Grasshopper® exists to connect your world in conversation.



## Core Values

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Every member of our company is sincerely committed to your success. Each of us will strive to exceed your expectations in a way that leaves you feeling surprised, delighted, and absolutely thrilled to be a member of Happy Grasshopper.



### Thoughtful

We deeply listen and strive to understand.



### Intentional

Actions guided by intentions create results.



### Tenacious

We tirelessly pursue the achievement of our goals.



### Consistent

Consistency equals professionalism.



### Positive

Opportunity is everywhere with the right mindset.



### Open-minded

We set aside our egos in the quest for victory.



### Honest

Transparency is critical to improvement.



### Dependable

Time-on-task over time achieves everything.