

THE CONNECTION QUESTION

Building Trust and Relevance
in a Changing Market

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Happy Grasshopper



HERE ARE
MY NOTES
Enjoy!
😊

Professional Sales is...

HELPING PEOPLE

GET WHAT THEY REALLY WANT

MORE QUICKLY

THANK YOU FOR ATTENDING MY CLASS!

TWO THINGS:

- ① FOLLOW ME AT CONNECTWITHDANSTEWART.COM
- ② READY TO FIX YOUR DATABASE? Book
A FREE STRATEGY SESSION AT
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

JOINER ANSWERS *

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

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 HNWI's (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 **SOINER** and my wife may be a **ROYAL**. 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.

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

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.