

EVALUATE BUYER READINESS



Evaluate Buyer Readiness

As you are completing the buyer pre-consultation, evaluate the readiness of the buyer prospect on a scale of one to ten, based on their motivation, ability, and where they are in their search.

Low Readiness 1 2 3 4 5 6 7 8 9 10 **High Readiness**

Take Action Accordingly:

Low Readiness:

- Add to your IDX Drip Campaign
- Add to Relationship-Starter Campaign
- _____
- _____

Medium Readiness:

- Add to your IDX Drip Campaign
- Add to Relationship-Starter Campaign
- Schedule Buyer Consultation at a time convenient to you
- _____
- _____

High Readiness:

- Schedule Buyer Consultation IMMEDIATELY
- _____
- _____