

Motivating Drive Exercise

You notice that your prospect drives a new Mercedes Benz. Being a professional, you do a little examination and ask him why he chose that car. Based on the responses listed, write whether the prospect is more likely to be motivated by *Hope*, *Fear*, *Love* or *Greed*.

- 1) "I liked the safety features." _____
- 2) "It was a gift for my wife." _____
- 3) "Good resale value." _____
- 4) "Every other executive in our company drives a German luxury car."

- 5) "I wanted the feeling of driving the best." _____
- 6) "I just felt like I deserved it." _____
- 7) "I believe it's going to attract business to me." _____