

# Affluent Buyers Vs. Everyone Else

- **TRUST:** Wealthy buyers are FAR more reserved about who they trust because 1.) their mistakes are more visible, and they fear the embarrassment of looking foolish, or making stupid decisions; 2.) they believe they have more to lose than the “average” business owner.
- **COMPETENCE:** Wealthy buyers will knowingly pay more for a product or service IF they know the job will be done RIGHT, saving them the time, frustration and embarrassment of cleaning up a mess from an incompetent provider.
- **VALUE:** The rich are NOT motivated by “bargains” or cheapest price. In fact, being too cheap actually creates skepticism and uncertainty.
- **EGO:** Wealthy buyers have a psychological need to feel superior and purchase things others cannot. You MUST have a luxury, high-end service/solution/product that identifies with their self-image. Celebrity, exclusivity and “not being for the common person” MATTER in their buying decision.

