

Instructions: To receive AIA CES credit for this course, please fill out this quiz and email it to ces@businessofarchitecture.com. You must get at least 80% right to receive course credit.

Magic Messaging

Instructor: Richard Petrie

1. What makes it hard for you to talk like a buyer?

- Dumbing it down too much
- You know too much
- You offend people
- The 4 Disciplines of Execution by Chris McChesney and Sean Covey

2. What are clients driven by?

- Emotion
- Logic
- Needs and desires
- Price

3. What is the 3 step Fab Formula?

- The Beatles
- Features, Advantages, Benefits
- The potential transformation the future delivers

4. What is the biggest influence you can use when selling?

- What you can do for your clients
- Focusing on the features
- Low prices
- Focusing on the emotional benefit by through storytelling

5. How should you talk about your services to a potential client?

- Benefits, Advantages, Features
- Start with why
- Breakdown the various features
- Budget, Advantages, Financials

Full Name:

AIA Member Number (required):