

Level 3, Module 2 – Qualifying Buyers (N-B-T-A Framework)

Purpose / Objective

Quickly learn what matters most to your buyer — their **needs, budget, timeline, and decision process** — so you can match units accurately and focus on real prospects.

Intro / Hook

“Welcome to Module Two — *Qualifying Buyers*.

At this stage, you already know how to start a conversation. Now it’s time to guide it — by asking smart questions that make your buyer feel understood.

Remember, qualifying isn’t interrogation. It’s guidance. You’re helping them make a confident decision.”

Insight 1 – The N-B-T-A Framework

To qualify quickly and naturally, use the **N-B-T-A Framework**:

Needs, Budget, Timeline, and Authority.

These four guideposts help you learn what matters most so your next message always feels relevant.

Step	How to Apply	Example Question
Needs	Understand why they’re buying — family home, investment, or both. Match their answers to the right project features.	“Is this mainly for your family, rental income, or both?”
Budget	Discover their comfortable range without pressure. This helps you recommend realistic options quickly.	“So I can suggest the right two options, what’s your comfortable monthly range?”
Timeline	Find out when they plan to buy or move in. This lets you time your follow-ups and promos perfectly.	“If you find a unit you like, are you aiming to reserve this month or a bit later?”
Authority	Identify who’s part of the decision. This helps you prepare materials for other influencers or co-decision-makers.	“Will anyone else help in deciding so I can prepare a summary for them too?”

 Use these four areas to qualify naturally while keeping the chat friendly and informative.

Insight 2 – Keep the Conversation Smooth

The best qualifiers sound like **friendly chats**, not surveys.

 **Pro Tips for Smooth Conversations:**

- Use **short, open-ended questions** and acknowledge each answer.
- If buyers seem unsure, give **two easy options** to choose from.
- Keep tone warm and curious, not transactional.

Example:

“Would you say your range is closer to ₦20,000 or ₦30,000 monthly?”

“Are you leaning more toward something ready this year or pre-selling for 2026?”

 These make the chat light, respectful, and still productive.

Insight 3 – Handling Red Flags Gracefully

Not all leads are ready now — but **every chat can be a future sale**.

Buyer Hesitation	Smart Response	Purpose
Unclear budget	“No problem! I can send two options — one lower and one mid-range — so you can compare easily.”	Keeps the door open.
Long timeline	“Got it! I’ll keep you posted on promos near your target date.”	Moves them to nurture.
No authority to decide	“I can make a short summary or quick video for your spouse/partner — will that help?”	Supports multi-person decisions.

 *You stay helpful and remembered even when the deal isn't immediate.*

Insight 4 – Using Infographics and AI Together

Combine your **Level 2 infographics** and **AI tools** for faster qualification.

 **Steps:**

1. When a buyer asks about **price, location, or features**, send the **matching infographic card**.
2. After the chat, copy the conversation and paste it into the **AI Prompt Kit** (below).
3. AI summarizes the buyer’s N-B-T-A profile and even suggests two best-fit units.

This makes your workflow **faster, more accurate, and more professional**.

Application Activity

1. Choose **3 real inquiries** from your recent posts or messages.
2. Practice using the **N-B-T-A framework** naturally in your replies.
3. When they mention a detail (e.g., family, budget, move-in date), note it down.
4. Send the **matching infographic** for price, amenities, or location.
5. Copy the conversation and use the **AI Prompt Kit** below to generate a summary.

This becomes your **Buyer File** — ready for your next step: presentation or follow-up.

Bridge / Closing

“And that’s Module Two — *Qualifying Buyers*.

You now know how to ask smart questions, identify serious leads, and guide clients with clarity and warmth.

In the next module, we’ll use these insights to create **short, effective presentations** that move your buyers closer to commitment.”

Qualifying Prompt Kit (AI)

Prompt:

“Given this chat transcript: [paste conversation here], extract the buyer’s **Needs, Budget, Timeline, and Authority (N-B-T-A)** in bullet form.

Then, suggest **two suitable unit options** with short pros and cons based on their preferences.

Tone: helpful, factual, and professional.”

Optional Add-On: Quick AI Shortcuts

Goal	AI Prompt Shortcut
Summarize buyer info	“Summarize this chat using N-B-T-A bullets.”
Suggest next follow-up	“Based on this buyer’s timeline, when should I follow up and how?”
Draft buyer summary message	“Write a short buyer update message summarizing what we discussed today.”
Create shareable recap	“Draft a short summary I can send to the buyer’s spouse summarizing our options.”

