

BCG · SHORE SUMMIT 2026

From clicks to contracts.

Reading buyer motivation before the first conversation.

David Betcher · Betcher Consulting Group

The buyer changed. The playbook didn't.

60–80% of the research happens before you know they exist.
They arrive informed. Skeptical. Already leaning one way.

The old opener — greet, qualify, present, close — now signals you're behind the buyer, not with them.

**We don't have a talking
problem.**

We have a listening problem.

Every click is a whisper. Most teams treat the CRM as a filing cabinet — not a listening device.

The data is already there. We just aren't reading it.

Six behaviors tell the story.



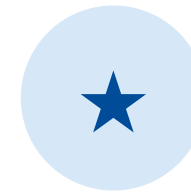
Return Visits

How often they come back



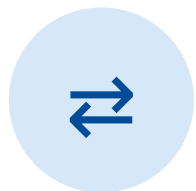
Session Depth

Pages per visit



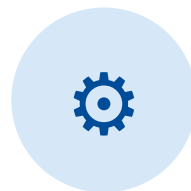
High-Intent Pages

Pricing · availability · plans



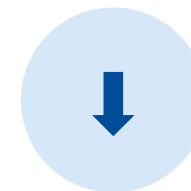
Comparison Behavior

Flipping between options



Tool Usage

Calculators · configurators



Downloads & Forms

Only in context of the above

*No single click tells us much. **Patterns tell us everything.***

Assumptions create blind spots.

*The biggest risk isn't the buyer.
It's what we assume about them.*

- Assuming a form fill means intent.
- Assuming silence means disinterest.
- Assuming every lead in the funnel is the same lead.

Two buyers. Same form. Different motivation.

BUYER A

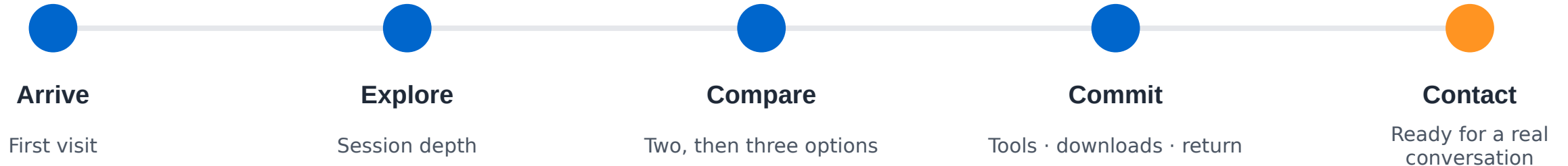
- Visited one community
- Viewed three pages
- Submitted a Request Information form
- Never returned

BUYER B

- Returned 7 times over 12 days
- Compared three communities
- Viewed two floor plans multiple times
- Reviewed Quick Move-In Homes
- Used the mortgage calculator
- Downloaded a brochure — then filled the form

Same form. **Completely different motivation.**

Every click is another chapter in the buyer's story.



Read the story before you start the conversation.

Not every click is equal.

Builder websites — high vs low intent pages.

HIGH INTENT

Call today

- Schedule a Tour
- Quick Move-In Homes
- Available Homes
- Floor Plans
- Interactive Site Plan
- Request Information
- Repeat visits, same community

MEDIUM INTENT

Nurture, get sharper

- Financing
- Buying Process
- Community Videos
- Design Gallery
- Brochure Downloads

LOW INTENT

Branding — or negative signal

- About Us
- Blog
- Corporate News
- Careers
- Warranty
- Trade Partners

Score the pattern, **not the page.**

Every digital behavior answers a sales question.

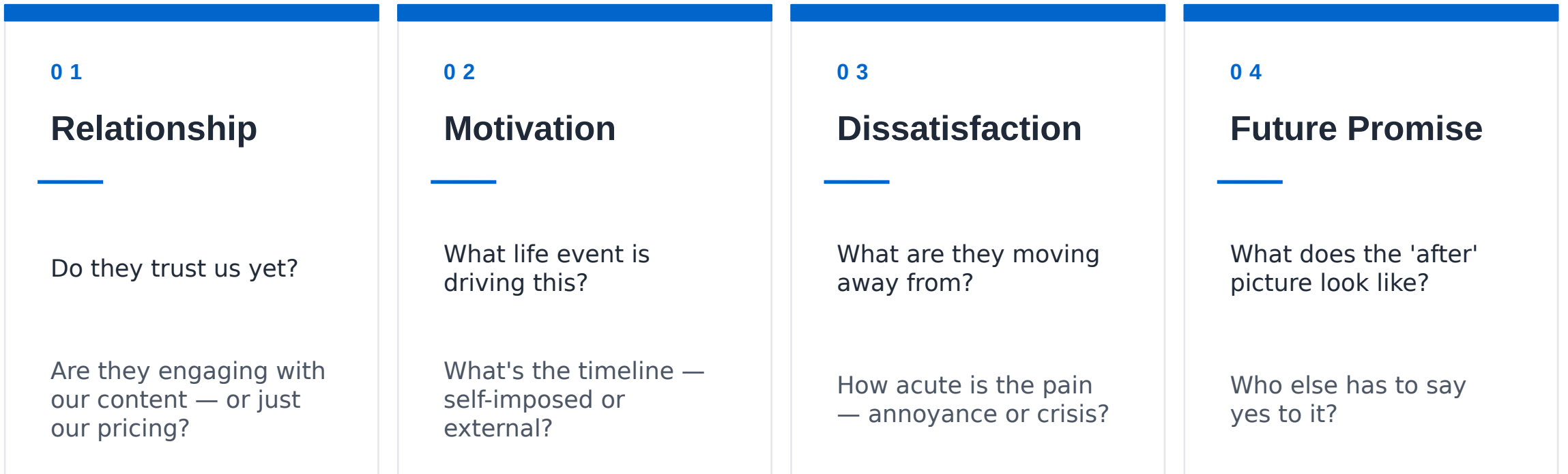
The website is already answering many of the questions we'd normally ask during discovery.

RELATIONSHIP	MOTIVATION	DISSATISFACTION	FUTURE PROMISE
<ul style="list-style-type: none">● Return visits● More pages viewed● Time spent with content	<ul style="list-style-type: none">● Pricing pages● Quick Move-In Homes● Mortgage calculator	<ul style="list-style-type: none">● Comparing communities● Multiple floor plans● Repeated searches	<ul style="list-style-type: none">● Design gallery● Site plans● Downloads
<p><i>Trust is growing.</i></p>	<p><i>The purchase is becoming real.</i></p>	<p><i>They're moving away from something.</i></p>	<p><i>They're imagining life in their new home.</i></p>

Every buying signal is evidence. The 4:2 Framework tells us what that evidence means.

The 4:2 Framework

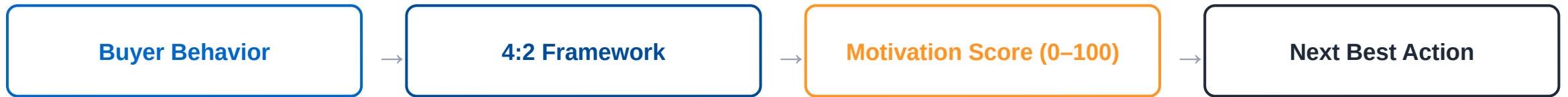
Four zones. Two questions each.



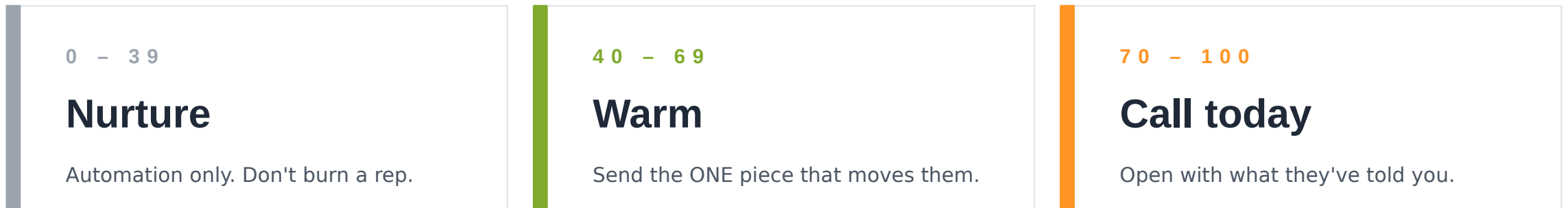
The website gives you a hypothesis. The conversation confirms it.

The Motivation Score.

A confidence score built from digital buying behaviors across the four dimensions of the 4:2 Framework.



The score increases as buying evidence accumulates.



EXAMPLE Return visit · Floor plan viewed · Compared communities · Mortgage calculator · Quick Move-In Homes → **High Motivation Score**

*The score doesn't replace the salesperson. **It helps them begin the right conversation.***

Same lead source. Different play.

PROFILE

High Motivation Buyer

- Multiple return visits
- Deep sessions on floor plans
- Used the mortgage calculator
- Compared communities

PLAY

Call today. Open with what they've told you.

PROFILE

Low Motivation Buyer

- Single visit, quick bounce
- Landed on brand or blog pages
- No tool use, no comparison
- One form fill, no return

PLAY





Nurture. Wait for another buying signal.

The Action Matrix.

Once we understand a buyer's motivation, the next step becomes obvious.

HIGH SCORE →

HOT
ZONE ↓

 Check-in call Curiosity, not pressure	 Call today Lead with what they've told you
 Automation only Don't burn a rep, don't burn the lead	 Targeted nurture One piece of content, one missing zone

The matrix turns a good idea into a team behavior.

How a sales team actually uses this.

LEAD A

High Motivation

CALL OPENER

“I noticed you’ve been comparing the Madison and Carson floor plans. Tell me what you’re hoping to find.”

LEAD B

Low Motivation

ACTION

- Don’t call today
- Send the financing guide
- Wait for another buying signal

Builders who adopt this approach often experience:

- 01 More relevant conversations**
Because reps open with what the buyer already told the website.
- 02 Better prioritization**
The right buyers get the right call — in the right order.
- 03 Less time on low-intent leads**
Automation catches them; reps stop burning cycles.
- 04 Consistent coaching across the team**
Coach to a score and a play — not a vibe.

This isn't a tech story. It's a discipline story.

THE MANIFESTO

Stop selling to leads. Start selling to **motivation.**

Read the behavior. Interpret it through the 4:2 Method. Meet buyers where they already are in their journey.

Today: Motivation. Over time: the full picture.

Motivation is the biggest opportunity for most builders — and the right place to start. Over time, it combines with Engagement and Fit to become a complete lead prioritization model.

M

Motivation

What is driving them?

E

Engagement

Are they leaning in to us?

F

Fit

Is it worth the effort?

Today's focus.

THANK YOU

**Let's read the story
before we start the conversation.**

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Scan for the 4:2 Worksheet, Motivation Score Rubric,
CRM Walkthrough, and the full slide deck.

