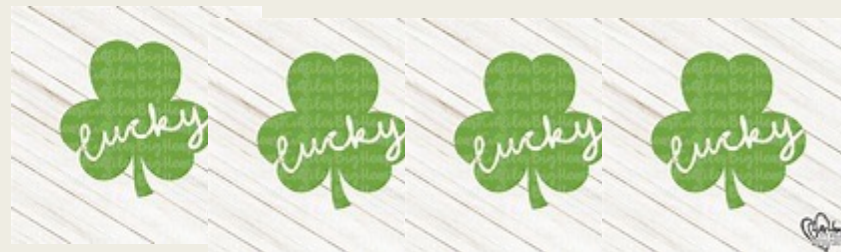


MAKING YOUR OWN LUCK



Preparing BEFORE Communication
for better RELATIONSHIP BUILDING

Know what to say when they say...



What prep can you do BEFORE a conversation that can help build relationship? Here are a few thoughts we will dig in deep on today:

- How well do you know them before you meet?
- How many times did you talk to them before the meeting?
- Have you asked enough questions?
- Have you done your research on them and the property? Where have you looked for information?
- Have you made some notes about what you learned?
- Are you prepared to answer the basic Conditions, Stalls, and Objections that come up?



How well do you know them before you meet?

- Take time to think about what you know... What do you know based on their SOURCE?
- Do you know their area well?
- Do you know their model or floorplan well?
- Do you know people they know?
- Did you Google them and follow the links?



How many times did you talk to them before the meeting?

- Studies show that when you communicate (contact, connect) SIX times before meeting in person for a presentation, someone feels more like they KNOW you than less than that.
- How can you arrange those 6+ connections BEFORE you get together?
- One way is to ask enough questions to need to reach out to them several times and in a variety of ways.
- Let's talk about those ways you can reach out!



Have you asked enough questions?

- Next week Donna is going to go through some powerful questions for your Database or VIPs... let's kick that off now by talking about the questions to ask that are beyond “how big is the house/how big of a house do you want” – How about these:
- If you could wave a magic wand and all “this” all done and you are thrilled with how it went, what would that look like?
- What will happen if you don't XYZ? What other options do you have?
- Are you willing to accept any of those possibilities?



Have you done your research on them and the property? Where have you looked for information?

- Back to Google.
- Tax Records
- Permits pulled.
- Social Media Accounts regarding personal. What do they life? Do they have pets? Who are mutual friends?
- READING what Linked- In says about their business life. Who are mutual LI connections?
- Who else do you know/business you've done in areas they are now, and/or are looking in?



Have you made some notes about what you learned?

- Writing out what you learn can be the difference between you REMEMBERING and forgetting.
- You may see patterns you missed before.
- How important is this meeting in terms of dollars in your pocket as well as RELATIONSHIP built with this person? Do they know people you know?



Are you prepared to answer the basic Conditions, Stalls, and Objections that come up?

- We will spend time now on these because they too are PREPARING for meeting with people and make the difference in that relationship!



Set the Arena before or During any conversation:



- Generally, the stuff they say (other than YES, where do I sign) falls into conditions, stalls, or objections.
- In Building relationships its important to **listen to what is really being said** before you answer.
- Many times, their stalls or objections are merely an indication that they are up to something big – **they are at the BORDER.**
- **HOT DOG!** It's the only place to be for **CHANGE** to occur.

Buyers and Sellers will say
some interesting stuff when
Monkey Mind is Swinging
at the Border
between Physical and
Visionary Reality.



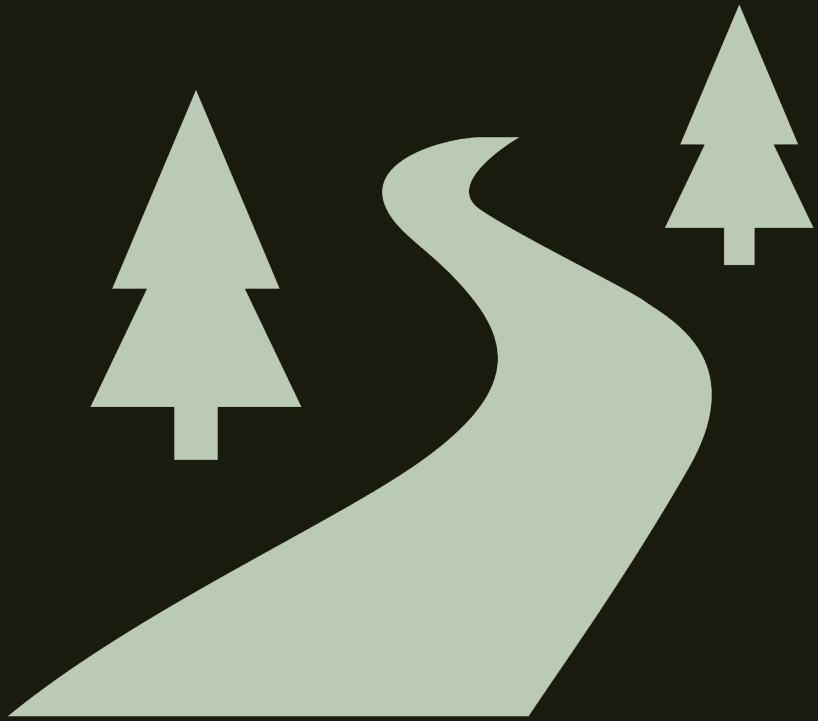
- You understanding that and seeing them with the Green Lens as Heroes on a Journey goes a long way in how the conversations go from there.
- Maybe for March, we can imagine their Monkey Mind as a little feisty Leprechaun...

THERE IS A PROCESS THAT IS GUARANTEED

To build relationship and further the conversation.

Conversational Selling that builds Relationship

- Hot Dog – not “oh God” they’re interested, or they wouldn’t bring it up!
- When you get an objection, or a question decide whether it is an objection or a condition or a stall. Factor in When did you hear the objection?
- Paraphrase the Objection – This shows that you are doing something real estate agents almost never do ... that you are listening to your client. It puts you into rapport with them (they lead ... then you lead them). It also buys you some additional time to process exactly what they are saying.
- Give massive Approval, Acknowledgement or Agreement - This will let the prospect know that they can say anything ... including the truth about how they really feel ... and they will be safe. They’ll open up even more. They will even want to solicit further approval from you.
- Call them by their name – This will immediately grab their attention.... and hearing it will immediately refocus their attention back to you and what you are saying.
- Handle the Objection – At this point, you are in a Sales Conversation with them ... You can handle an unlimited number of objections ... and it sounds to them like you are simply talking with them ... or Ask a question
- Close easily for the Appointment / Signature - Remember that you are now leading the sales conversation ... they will automatically follow.
- Some clients will require that you add one more step at the beginning: isolate the objection. “Other than ____, is there any other reason why you can’t take action tonight?” “If we can agree on (commission, timing, terms, price) are you ready to sign the contract?”



LETS GO OVER SOME
POWERFUL OPENING
STATEMENTS THAT YOU CAN
USE TO DEEPEN YOUR
UNDERSTANDING OF WHAT
THEY ARE TRYING TO
ACCOMPLISH



WHAT'S THE MOST IMPORTANT
THING ABOUT BUYING/SELLING?

TELL ME MORE ABOUT THAT

WOULD YOU BE WILLING TO ...

WOULD YOU BE OPEN-MINDED

WHAT'S YOUR EXPERIENCE?

I'M CURIOUS –HOW IMPORTANT IS
IT?

Magic Word: “Just Imagine”

Use these magic words to create compelling copy for your listing promotions and attract buyers who are serious about the move.

Just imagine how life will be once you are moved into your new place.

Just imagine losing out on this property to a higher bidder.

Just imagine pulling into this driveway every single day after work

Just imagine calling this gorgeous home yours.

Just imagine what it's going to feel like moving into a bigger place.

Just imagine what it's going to feel like to host gatherings in this kitchen.

Just imagine what it's going to feel like when your home becomes your smartest financial investment.

Just imagine how nice it's going to be to have a pool in the backyard.

Audience: Renters

Just imagine how it's going to feel when you stop paying someone else's mortgage and you start paying your own.

Audience: Sellers

Just imagine your home still being on the market in 6 months time.

Just imagine what it's going to be like to have an agent who treats you like their only client.

Magic Word: “How Certain Are You”

Use these words during critical moments of a sales pitch when the most common and difficult objections come up.

Objection: I want to talk to the listing agent

How certain are you that the listing agent will have your best interest in mind?



WHAT DO YOU KNOW ABOUT THAT?

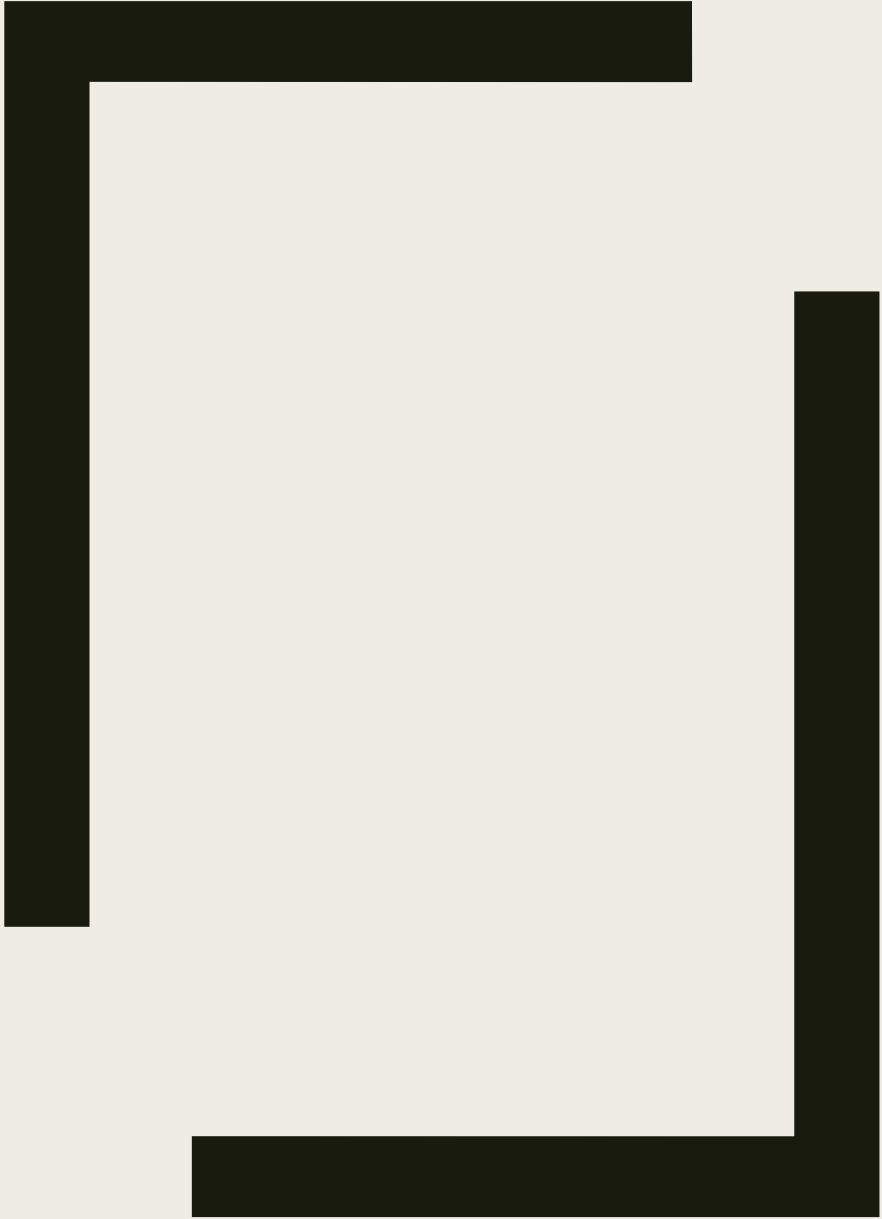
WHAT'S THE OPPOSITE OF... ?

HOW WOULD YOU FEEL IF ...

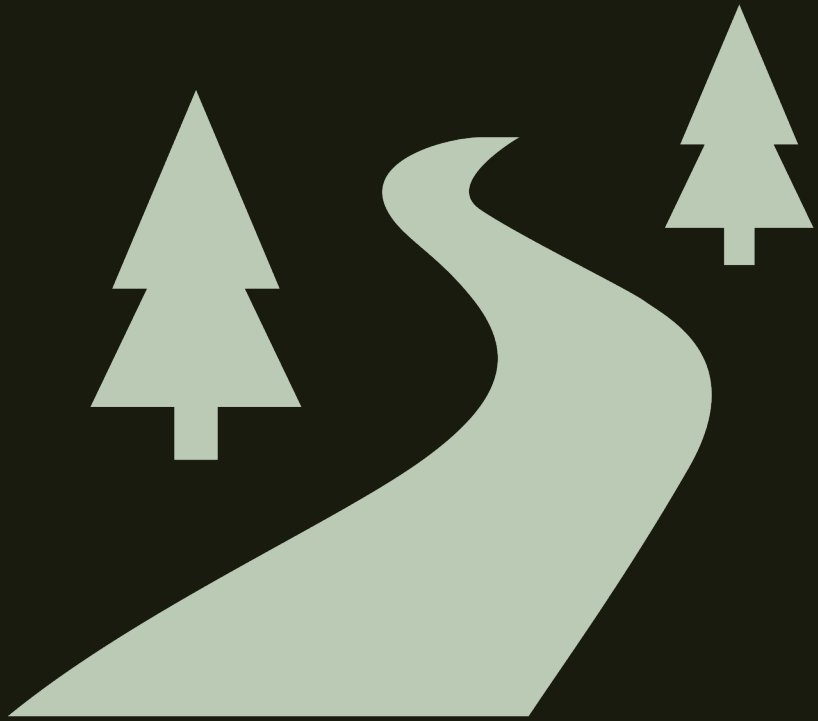
JUST IMAGINE

HOW CERTAIN ARE YOU?

I'M CURIOUS –HOW IMPORTANT IS
IT?



COULD IT BE POSSIBLE
HELP ME UNDERSTAND
WHEN WOULD BE A GOOD TIME
I'M GUESSING YOU HAVEN'T
GOTTEN AROUND TO
I BET YOU ARE A BIT LIKE ME
WOULD IT HELP IF



NOW LET'S HANDLE SOME
REAL WORLD SCENARIOS:

Expired Listings (if you have any) What can they say?

I'm not interested

Hang up

Send a letter with your marketing plan

Relist with Same

Take off the market – Not

I already have a new agent

Going to wait

Rent it out

I have no clue

Bring me a buyer

Where were you when my house was on the market?

You're the 20th agent to call?

I'm going to go FSBO

What do you do differently?

Why didn't you sell my home/show it?

FSBO's

What can they say?

I'm not interested

Hang up

Send a letter with your marketing plan

You're not worth it?

Take off the market – Not

I already have an agent

Give it some time

Rent it out

I have no clue

Bring me a buyer

What do you do differently?

Why haven't you sold my home/show it?

What makes you Different?

What a great question. I'm so glad you asked it.

There are EIGHT good reasons why you will benefit by having me represent you to sell your home. What you want is ... the most money you can get ... in the right time ... and with the fewest problems possible ... isn't that right? (Say yes!) Here's how I can help you do that:

Reason 1

First... I can help you prepare your home for sale. Through my experience, I know the reasons people do not buy ... as well as the reasons they do.

Reason 2

Second, I can help you determine the best price to ask. Surprising as it may seem, sometimes the price is set lower than fair market value. Usually, however, the price is set too high, and the home does not sell. It takes a lot of work on my part, but I can help you select a price that is neither too high nor too low.

What makes you Different?

Reason 3

Third, I can help you select the right commission. Commission is not the expense most people think it is. It is a marketing tool. The right commission will put more money in your pocket.

Reason 4

Fourth, I can help you with staging. The right staging will cause potential buyers to say “Wow!” Buyers pay more for “Wow!”

Reason 5

Fifth, I can expose your home to a great number of potential buyers –what that means to you is that over XX buyers are contacting us every single day looking for a house just like yours. Through my own website; my company web site; through our local Multiple Listing Service; through Realtor.com which gives us national exposure; through various forms of advertising, including "For Sale" signs; and we do some very specialized work to develop additional buyers. And we do it really well – better than other companies are proven by our List Price to Sales Price % and our lower Days on Market.

Reason 6

Sixth, I will provide you with constant feedback so that you know what potential buyers are saying after seeing your home ... or why other agents are not showing your home.

What makes you Different?

Reason 7

Seventh, I can help you negotiate better. As a neutral third party, I am in a much better position to help you maintain the asking price without losing a serious buyer. Most often, the difference right here is more than the commission involved.
(DISCUSS LP to SP% Ratio if in competition)

Reason 8

Eighth, Our Experience can cut through the red tape. Once an offer is accepted by you, there is a lot of complicated paperwork and details to take us from 'Sold' to 'Closed.' Since we live with this every day, we know how to facilitate the after-the-sale process. Our team works hard to prevent surprises, problems or delays. Our proven systems are closing almost XX homes every month!

The differences are obvious, aren't they?