

Buyer's Agent Team Coaching™ II

Session 1

Dealing Effectively With the "Brush Off"



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES..... 2

TYPICAL BRUSH OFFS 3

BROAD SCRIPTS AND TECHNIQUES 3

 I'M NOT SURE I UNDERSTAND 3

 INSTRUCTIONAL QUESTIONING..... 5

 FRAMING QUESTION 5

 I CAN UNDERSTAND WHY YOU FEEL THAT WAY..... 5

BRUSH OFF SCRIPTS 6

 JUST LOOKING / NOT READY FOR A REALTOR 6

 WORKING WITH ANOTHER AGENT 7

 I'M BUSY AND CAN'T TALK..... 8

 I JUST LIKE TO LOOK ON MY OWN 9

BREAKOUT SESSION 9

 BREAKOUT SESSION 9

 BREAKOUT DEBRIEF 9

ACTION PLANS – WEEK 1.....10

OBJECTIVES

During this session you will:

- Recognize a prospect's brush off
- Using broad scripts and techniques to navigate a prospect brush off
- Responding effectively to the top 5 brush offs

TYPICAL BRUSH OFFS

Typical brush offs we hear on initial lead follow up calls:

- Just looking
- Not ready for a real estate agent
- I'm busy and can't talk
- I'm not really looking to buy
- I'm just curious

BROAD SCRIPTS AND TECHNIQUES

"I'M NOT SURE I UNDERSTAND"

We want to get them to open up:

1. Pause
2. Deliver... *"I'm not sure I understand."*
3. Master your delivery tone
 - Sincerity
 - Confusion



Most prospects will either:

- **Justify it**
- **Explain it**

"INSTRUCTIONAL QUESTIONING"

- Please tell me
- Share with me
- Give me some idea
- Please explain how

"FRAMING QUESTION"

Was there a compelling event that caused you to....?

"I CAN UNDERSTAND WHY YOU FEEL THAT WAY"

- Previous experience
- Misconceptions
- Poor or wrong information

"I can understand why you feel that way, I agree that if I were armed with the same information (same experience), I'd probably feel the same way too."

BRUSH OFF SCRIPTS

JUST LOOKING / NOT READY FOR A REALTOR

1. Associate: *I certainly understand that you are probably in the information gathering stage, would that be correct?*

Let me ask you this, if you found something you really liked then what would happen?

So it might prompt you from just looking to move right into buying. Is that what I am hearing?

Rather than doing that on an impulse as many buyers do I merely want to share with you a Market Trends Report so you know clearly the market numbers, inventory levels, sales, absorption rates, so as you are looking you can see what real values based on the state of the market and the trends of where the market is heading to. It only takes a few minutes but it will save you thousands when you decide the timing is right for you.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am booked with appointments the rest of today but I do have time at _____ or _____. Which of those is better for you?

Direct Option



The information is quite valuable. I could meet at _____. Does that work for you?

Permission Close



When would be the best time to review it with you?

2. Associate: *That's just fine that you are just looking. You might be interested to know that's the stage that a good Realtor can add a lot of value.*

If we could spend a few minutes together, I can save you some time and help you avoid some of the pit falls that many people make in the "just looking stage." I can direct you to some resources and websites that will make the looking stage you are in more productive and fun.

CLOSE OPTION

YOU SAY:

- Alternate of Choice → *I am booked with appointments today but I am open at _____ or _____ tomorrow. Does either of those times work?*
- Direct Option → *I know I can help. Let's meet at _____.*
- Permission Close → *Shall we meet later this week? When is best for you?*

WORKING WITH ANOTHER AGENT

1. Associate: *That's terrific that you are working with another agent. I am curious; there are a couple of homes you were researching on our site xyzhomes.com, did your agent send them to you as well? Ouch...that means you missed a few of the really outstanding deals. That concerns me for you.*

Let me ask you this, are you committed to that agent or just working with that agent? (If they don't know, explain the difference. If they need you to explain they are not committed, so go for an appointment.)

It really matters who represents your interest in the purchase of your next home. It matters in service, communication, price you pay for the home, what home you select, short-term and long-term, appreciation, smoothness of transaction, timeliness of the closing.

All these are influenced by who you work with as an agent. That's why I ask you up front about who you were working with because of my concern. That's why I would like to meet with you so you can compare your options of service.

I'M BUSY AND CAN'T TALK

1. Associate: *I certainly never know when I am reaching out to give service to someone whether I caught them at a busy time...when might be a better time?*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am available at _____, also at _____. Which time is best for you?

Direct Option



I have an opening at _____.

Permission Close



What works best this week for you?

2. Associate: *I certainly understand, and in fact, I was heading out for an appointment but thought I would reach out to you really quick before I left...is there a time that would be better...*

CLOSE OPTION

YOU SAY:

Alternate of Choice



I could meet at _____ or if that isn't convenient then I am also open at _____. Does either of those work?

Direct Option



I have an opening at _____.

Permission Close



With your permission, let's meet later this week, okay?

BA TEAM COACHING II SESSION 1 – DEALING EFFECTIVELY WITH THE "BRUSH OFF"

I JUST LIKE TO LOOK ON MY OWN

1. Associate: *I understand. I have that same reaction to most salespeople as well...I am not sure if you are aware when browsing the properties as you are doing you don't have access to....*

- Agent comments, true property value information, that key information, customized search options to grab the best deals. Were you aware of differences?

I would assure you would want access. Here is the benefit to you rather than getting a teaspoon of information we will give you a full bucket. Probably the easiest way to do this is to set a quick appointment.

CLOSE OPTION

YOU SAY:

Alternate of Choice



I could meet at _____ or if that isn't convenient then I am also open at _____. Does either of those work?

Direct Option



Let's meet at _____.

Permission Close



What works best this week for you?

BREAKOUT SESSION

BREAKOUT SESSION 1

Associate: You are calling back to an Internet lead. You get a brush off...elongate the conversation through using Brush Off Scripts to get back to your Base Script.

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 1

1. Practice brush off responses.
2. Update your Triple Track
3. Update your Buyer Pipeline Report
4. Send your reports in